

# The Billboard

*The World's Foremost  
Amusement Weekly*

AUGUST 7, 1943

25 Cents



**LOU MARTIN**  
and His Orchestra

Currently

8th Consecutive Year at the World-Famous

LEON & EDDIE'S, N. Y.

(Sundays 6:05 - 6:30 P.M. EWT  
WJZ and Blue Network)



Personal Management  
**PURT**

**BILL BURKE**  
RKO Building, Radio City 80, New York



"The War Man-Power Commission fully recognized its obligations to veterans of the present war and to those of the past and will continue to carry out these obligations," said the report. "These responsibilities, the War Man-Power Commission said, are being met by the Employment Service Division of the Bureau of Labor Statistics, the Bureau of Vocational Placement and thru its regional offices, the War Relocation Authority, the States Employment Service offices, State and local veterans' employment representatives, the War Relocation Administration, the Civilian Control Administration, the War Relocation Service. The War Man-Power Commission thru these channels will place returned veterans in gainful and essential employment, will provide them with proper agencies for rehabilitation and training and thereafter accord them the same consideration as other citizens." The report stated, WMC would "render aid in re-employment in their former positions in the Army, Navy and naval forces of the United States."



# Gas Rainbow on Horizon; Three Gallon "A" Coupon For East Appears Certain

Showbiz Cautioned on Too Much Optimism

WASHINGTON, July 31.—The possibility of bringing relief to the gasoline thirsty East loomed prominently this week to bring new encouragement to virtually all branches of the entertainment business.

If more gasoline is allowed Eastern motorists, and rationing is partially relaxed, there is no doubt but that it will have a tremendously stimulating effect on night clubs, especially those with suburban locations, amusement parks, summer theaters, ballrooms, and especially beach locations.

Showbiz should be cautioned against jumping too readily at the faint signs of improvement, but official Washington is talking freely of "easing restrictions," "lifting pleasure driving bans," and "allowing motorists more gas." Such talk in the past has invariably preceded action.

## Month to Recoup

Operators of spots hard hit by the pleasure driving ban couldn't have the relaxing of restrictions come at a better time, if it gives them well over a month of summer weather in which to recoup losses suffered so far. With excitement-hungry crowds anxious to get out of cities, the boost in business which should be felt by amusement park and roadshow operators will undoubtedly be keen.

Optimism may be based on two factors, both of which are reliable. First, the Petroleum Administration for War stated this week that "a somewhat larger supply of gasoline for

civilian use in the East" may now be expected, and secondly, Chester Bowles, new OPA general manager, stated at a press conference this week that he wanted to ease gas rationing as much and as quickly as possible.

The Petroleum Administration for War has no power to determine how gasoline will be allotted, since this is strictly an OPA function, but its optimistic statements are generally regarded in the capital as being a forerunner of action lifting the ban on pleasure driving.

Harold L. Ickes, FAW administrator, has previously indicated that little or no relief is in sight for Eastern motorists to the extent PAW statements are seen as indicating a substantial improvement in the situation.

## 3 Gallon "A" Coupon

Whether the better supply would permit a restoration of the original coupon value of four gallons a coupon could not be immediately learned, as most spokesmen were still a little cautious about making predictions. An increase in the value of A ration from one and one-half gallons to three gallons a week was said in some quarters to be logical.

Regardless of restoration value of coupons, removal of the ban on pleasure driving will have a considerable and powerful effect on showbiz. Many motorists have gasoline for pleasure driving but fear the OPA ban kept them at home. The increase in tempo of entertainment business is expected to soar immediately upon lifting the ban.

# Amusement Tax Take Solid; Nite Spots Pay Double; Only Longhair Biz Has Decrease

War Workers Spend; U. S. Takes Back Its Own

WASHINGTON, July 31.—The extent that showbiz in America has mushroomed under the stimulus of war and the desire to relax after completing war work is shown by the tremendous increase in tax collections on amusement items for the fiscal year just ended, according to figures of the Bureau of Internal Revenue.

For instance, taxes paid to Uncle Sam on admissions to theaters, concerts, cabarets and other such amusement spots increased \$39,618,454.05 over the preceding year. This is a solid jump any way it's considered. Receipts from July 1, 1942, to June 30, 1943, totaled \$154,072, while in the preceding 12 months the government take totaled only \$115,098,268.

## Nitery Take Doubled

Another indication of the extent to which after dark entertainment business has soared may be found in the tax collection on amusements taxes paid on wines and liquors in night clubs, cocktail lounges and hotel rooms. This figure

showed an increase of \$69,627,998 over last year. During the 12-month period ended June 30, taxes totaling \$111,538,926 were collected on drinks as compared with only \$41,910,928 in the preceding year. This would indicate that nitery operations have more than doubled.

Floor taxes on wine and liquor also indicate that the peak of nitery business hasn't yet been reached. The collections for June, which amounted to \$2,880,615, were almost double the figure for June, 1942, which was \$1,697,422. A seasonal drop in theater, concert and cabaret collections was noted in June, when collections totaled \$1,109,476.

## Balto's Ford To Reopen

BALTIMORE, July 31.—Ford's Theater, closed as "hazardous" by the city buildings engineer last January, will reopen early in September, according to John Little, manager.

# INDIAN HEAD-DRESS MADE TO ORDER

All Kinds of Theatrical and Masquerade Costumes  
Give Us A Trial

REEDFIELD COSTUME CO.

313 N. Front St.

Mankato, Minn.

## STOCK TICKETS

One roll . . . . . 75

Two rolls . . . . . 1.50

Three rolls . . . . . 2.25

Four rolls . . . . . 3.00

Five rolls . . . . . 3.75

Six rolls . . . . . 4.50

Seven rolls . . . . . 5.25

Eight rolls . . . . . 6.00

Nine rolls . . . . . 6.75

Ten rolls . . . . . 7.50

The Sword of Vengeance Means Heavy

and the New Master's Head.

Send Us Your Order

For the

of Any Description

and We Will Ship It to You at the

Lowest Possible Price.

THE YACHT CLUB, C.

Toledo (The Ticket Club) St. Ohio

Deals Outdoors, Deutsches

## SPECIAL PRINTED

5,000 . . . . . 4.50

10,000 . . . . . 8.00

15,000 . . . . . 11.50

20,000 . . . . . 15.00

25,000 . . . . . 18.50

30,000 . . . . . 22.00

35,000 . . . . . 25.50

40,000 . . . . . 29.00

45,000 . . . . . 32.50

50,000 . . . . . 36.00

# Music Annual To Enjoy Bigger Circulation Than Any Year Book in Any Biz

Most aggressive advertising and promotion campaign in history of trade papers

The circulation of The Billboard 1943 Music Year Book will be anywhere from 70,000 to 100,000 copies. The 70,000 minimum figure is guaranteed by the most intensive sales promotion and advertising campaign ever put behind any yearbook in any industry.

Not only will ads appear in all departments of The Billboard itself, all thru the months leading up to the publication of the Year Book, but other magazines reaching news dealers and people affiliated with the music business will carry advertisements ballooning the coming Music Year Book.

In addition to the largest magazine advertising campaign ever put behind a special edition, a direct-mail circulation promotion campaign to all people in all phases of the music business is being launched.

The Billboard is, and has been for many years, the only music industry business trade paper with a circulation guaranteed and guaranteed by the Audit Bureau of Circulations. The Billboard's records are confident that the ABC report

on the Music Year Book will surpass that of any previous edition.

This vast circulation will be supplemented by special distribution of personalized leather-bound copies to key people in and affiliated with the music business. (See story elsewhere on this page.)

Advertisers are already reserving larger space in The Billboard 1943 Music Year Book than they have ever used anywhere before to cash in on this tremendous group of important readers.

# Publishers Hall First Exclusive Music Year Book

Notwithstanding the fact that the publisher and his songwriters are really the foundation of the music business with its fast-changing effects on practically every phase of the show business, no one has ever brought out a year book exclusively for the music industry.

With its 1943 Music Year Book, The Billboard is not only doing just that but goes further by devoting a complete section of the Year Book to the music publishing segment of the music business.

This publication is the only one of its kind. We have already indicated that the plan for the announcement of this book is to be a "big splash" and it is represented with a "big splash" in the music industry.

Advertising in the Year Book will be a "big splash" in the music industry. The Year Book will be a "big splash" in the music industry. The Year Book will be a "big splash" in the music industry.

1,200 TOP BUYERS  
GET DE LUXE COPIES

Because all the feature articles and lists appearing in the 1943 Music Year Book will be extremely useful to band and music buyers all thru 1943 and the first half of 1944, The Billboard is binding more than 1,200 copies of the Year Book in a special, permanent leather-bound cover. These 1,200 copies, embossed with personal names, will be distributed to leading music and band buyers in all phases of the business.

# Radio and Tele Execs Will Music Year Book EVERYONE WILL NEED THE MOST IMPORTANT LISTS IN THE MUSIC BUSINESS 1,200 TOP BUYERS GET DE LUXE COPIES

That phase of the show business which is now tied up in tying the enemy into Radio, TV, and contributions to such new war weapons as radar and other ordnance range and detection equipment comes off for treatment in the sixth edition of the Music Year Book. Television will boom after the war. Of that there is no doubt, and music will have its place in television as it has in all other phases of the show business. Section 6 of the Year Book features stories and lists of this new industry's relation to the music picture.

# Kate Smith, Sinatra, Bea Wain, Andrews and King Sisters, Other Big Names Were Advertisers in Billboard's '42 Year Book

Many new vocalists will join last year's biggies in Billboard '43 issue

With the greatly enlarged scope of The Billboard 1943 Music Year Book it is a virtual certainty that practically every name and semi-name vocalist, male or female, will be represented in this latest edition. The Year Book in '43 carries its appeal and its effectiveness far beyond the range of the earlier annuals. Top buyers in radio, film, records, hotels, theaters, night clubs and all other fields will be watching for the '43 edition to see what the boys and girl singers are selling.

Last year Kate Smith pined the songsters with one of the most impressive advertising spreads ever run by a singer in any publication. It was a three-page, two-color spread, the first page of which carried a dramatic photo of the Statue,

of Liberty with the headline, "Symbol of a People." Two more pages, in two colors, followed with the headline, "Message, 'Symbol of a People, Kate Smith, First Lady of Music, First Lady of Radio, First Lady of Records, First Lady to an Entire Nation.'" Trade comment on the three-page two-colored spread was extremely favorable and amounted to another indication (if any more were needed) that Ted Collins is one of the most astute personal managers in show business.

Frank Sinatra, Bea Wain, the Andrews Sisters, the King Sisters and many other top vocalists were all represented with smart interest-compelling messages. This year, with such names as Dick Haymes, Perry Como, Phil Brito, Billy Eckstine, and others, the Year Book honors in the Crosby waxes and with many new up-and-comers among the female, the Year Book of the Year Book carrying vocalists' messages will, really be an outstanding one.

—ADVERTISEMENT—

# ABC Number One; CBS and Mutual Collecting Heavy; Blue Still Poor Fourth

## Mutual Sells Time Segment With Time on Air

NEW YORK, July 31.—The late evening half hour, 10:30-11 p.m., is becoming an integral part of nets' premium evening time schedule. Stepchild half hour formerly went begging unless tabbed with special inducements to wary advertiser. However, sales concentration by major nets and locals has brought good summer results and prospects look even brighter for fall.

Eliminating Tuesdays and Fridays when spot is withheld for public service shots, CBS has sold 50 per cent of the time. NBC has aimed specific promotions at same target and hit a top score. Only Sunday is still open. Mutual also has clicked with Sunday sold full and weekday segments 50 per cent sponsored. Saturday spot, currently featuring *Saturday Night Bomb Wagon*, is still buyable.

## Blue Still Open

Blue is only one of nets which hasn't fared so well with 10:30 stretch. However, while 1942 solo Eastern exhibit was T.Y. Sunday Good Will program, ABC exemplified a now spotted-for five minutes three times a week and West Coast Blue has Tuesdays, Thursdays and Saturdays sold.

Sales and promotional departments of locals have been far from idle. WOR recently newscast by Paul Schubert for Benson & Hedges, filling first 15 minutes of five days. Local spots were taken by Longines' *World's Most Hooray Music*, Schubert covers Atlantic seaboard and the watch program is carried by several key Mutual stations, Coast to Coast. Saturday night gives to public service, but Douglas Shoe Company pays for half the Sunday period.

WNN carries through week, 10:15-11 p.m., with sponsored *Spurs Final* reports. Earlier half of seg currently filled with sustaining band and recordings.

## WMCA Okay

Second half of *Good Will Hour* fills Friday segment at WMCA, with Fox *Amateur Hour* doing the same on Mondays. Tuesday thru Friday strip is divided half and half between sponsored news and recordings, and on Saturdays half is given to sponsored news and remainder to public service presentations.

WNNZ has built up half hour as news spot. First five minutes of course, go to daily news. Remainder of Clock broadcast followed with Sam Cuffs 10-minute analysis *Face of War*. Last 15 minutes of hour is London III. Only time open for sale is Cuffs'. Several nibbles reported currently.

The picture looks promising and odd angle is that there has been practically no dangling of special inducements. All the nets charge full evening time scale and all deals only WMCA discuss period at daytime rates.

## NBC Bating 1.000

"We've been directing specific promotion to the spot with considerable success," says Joe Ecclesine, NBC sales promotion manager, "as the record shows. We think we are demonstrating that those who can get good rating."

RADIO — RA

10:30-11 P.M. Now Top Time - 60-Pt Bid

It's pretty early to talk about ratings for that segment, in the opinion of Louis Hausman at CBS. Shiller, on for General Foods, is too new in the spot to have a Hooper or a Crooley. However, Shiller's *Cresta Blanco* on the air of three months has a 5.0 Hooper on 68 stations.

"Anyway," he says, "there are plenty

of success stories for that time. Look at *Kay Kyser* and *March of Time*."

## Program Not Time Counts

Personally, he doesn't think that time has anything to do with results. A good show is what does the trick. There aren't enough sleeping listeners at 10:30 p.m., as he puts it, to affect a rating. There is always an audience awake and at home to tune in a good show.

"The only cause which we have is Good Will," says Ludwig Simmel, Blue sales service manager. "That clocks about a regular 8.5 in summer and up to 11 or 12 in winter. I believe late shows have more value now because listeners keep later hours. War plants have radios going during rest periods. At least, this is reasonable theory."

Blue is making no special drive to sell 10:30 to 11 p.m., but Simmel admits that they would like to snag a good cigarette or wine advertiser. There is a good strip open there and an advertiser could buy Monday thru Friday in East. "An excellent spot," he opines, "for a strip show."

"There's another point," said assistant CBS sales manager Bob Sudek, "that is gradually making advertisers conscious of the 10:30 spot. Naturally, competition is less keen than at premium hours. An advertiser doesn't have to buck a big rival. And listener audience is better. It used to be considered marginal time, but I believe it's due for a big play."

## Mutual Sues News

It's newscasts, thinks Bob Schmid, of Mutual's sales promotion department, that make the stepchild period click. People want to hear the late news before

## Washington Story

WASHINGTON, July 31.—Week's story on the Cox Committee's investigation of the Federal Communications Commission:

COX: Did he change the FCC with—  
FLY: No, it didn't.  
COX: Did.  
FLY: Didn't.  
COX: Did.  
FLY: Didn't.

they go to bed. And since kids are in the hay, or should be at that hour, Schmid would concentrate on selling a wire or cigarette the remaining 50 per cent of the time still on Mutual's hands. Something with a strong adult appeal, he says.

Benson & Hedges are well pleased with results of Paul Schubert broadcast, says Gene Thomas, sales manager for WOR. B & H are increasing sales at low cost in New York area.

"We're making a little of the credit goes to WOR," says Thomas. "Longines on their part are trying to do an institutional job with a new approach."

"We're making specific efforts to sell these top programs to the public," he continues. "We know the listeners are still up until 11 o'clock. Our plan is to hold them to the radio. So right after Swing and Hughes we give Schubert a build-up and have five-minute previews of the evening 10:30-11 segment spotted during the day. Using our own medium to sell our medium has worked. There's no doubt about it."

## WMCA Inks New Biz

CHICAGO, July 31.—Sale of a large amount of spot announcements was reported this week by WMCA. New business signed by NBC Central Division local and spot sales department during the week included 144 transcribed spot announcements, 146 time signal announcements and a five-minute transcribed program. In addition, the RIT Production Corporation signed an expansion order for addition of 298 transcribed spot announcements to its original schedule of 56 spots which expires December 31.

## Grabosky Test on Royalist & Amerasia Cigarettes in D. C.

PHILADELPHIA, July 31.—Grabosky Brothers, local cigar manufacturers, until now using its national advertising budget almost exclusively for newspapers, is going to give radio a serious once-over. Manufacturers of Royalist and Amerasia cigars, Grabosky firm in the past bought an isolated spot once in a blue moon. But now is sponsoring its first regular air series on WMAL, Washington, D. C., with an eye of feeding this program to the network.

Starting Monday (2), Grabosky firm will bank roll the three-weekly *Very Truly Yours* shots on WMAL, Washington. Program made up of open letters to people and personalities in the news and will be conducted by Norman Jay, local news commentator, who will jump to the capital on Monday, Wednesday and Friday for the 10:15-10:30 p.m. periods.

According to Harry Feigenbaum Agency here handling the program, it will be tied in with the current newspaper campaign bailing the class qualities of Royalist brand. And if the program produces results it will be limited to a limited Blue Network, continuing to originate in Washington, and using about 20 stations in the blanket. The country as far as Detroit. That's the cigar's complete market.

## WIBG Goes 10 KW; Ties Up With WHN

PHILADELPHIA, July 31.—WIBG, town's most powerful indie station, recently increasing its operation to full-power at 10,000 watts, is planning on making an extra strong bid for listeners to buck the network stations. Deal is in the works to create an inter-city network with WHN, New York, primarily to provide the local station with a continuous stream of strong program material.

Local station tied a studio orchestra for the first time earlier this month, which will enable WHN to feed its sustainer here. At the present time, bulk of WIBG's program schedule is made up of baseball broadcasts and record shows.

In linking with WHN for program service, WIBG will be emitting stark worked hours and tied up with WHN. In order to meet network commitment, WIP, before linking with the Mutual web, had an inter-city deal for program exchange with WMG, New York.

## OWI Pals Fall Campaign Despite Branch Abolition

WASHINGTON, July 31.—Despite congressional curtailment of the OWI Domestic Branch, the radio branch and its laying plans now for fall campaign. Asked if bureau would be able to operate adequately under revised organization, Phil Cohen, assistant chief, said, "We think so." Bureau has felt keenly the abolition of OWI field offices.

"Our field offices in some 65 cities had permitted us to do a great deal from point of clearance," Cohen said, "and we will miss the use of these offices. However, we are endeavoring to keep basic service intact." In September, Cohen revealed, OWI will launch a new 15 billion dollar War Bond drive in co-operation with the Treasury. "We are going to launch what is probably the most extensive radio co-operation that has ever been given the government," Cohen said. "We are going all out."

## Minderman to FCC

NEW YORK, July 31.—Earl Minderman, recently right hand man for Melvyn Meisel, of the motion picture section of the OWI, has joined the press staff of the FCC.

## Ad Agency Men Tak Rebates On Time, as "Dead Sets"

## Increase in Homes Daily

## Philly Radio Servicemen Urge Consumers Campaign for More Parts Manufacture

PHILADELPHIA, July 31.—Grave concern is being expressed here on the increasing number of "dead" radio receiving sets due to acute shortage of repair parts and tubes. Situation has become so serious in this territory that the Philadelphia Radio Servicemen's Association went on the radio, over WFL, to advise the public to write to their congressmen, newspapers and radio stations to make possible a greater flow of radio repair material.

With Philadelphia, because it has become one of the most important war production centers in the country, figuring extra sold as a radio market the mounting number of dead sets is causing the radio industry no little concern. It is said that a number of advertising agencies making private surveys are alarmed over the situation. One agency even confided that if the figures this fall show a high "dead set" average, rebates may be asked from the stations. Since time rates are based on listening audiences, agency execs claimed that the stations should cut the cards just as does a newspaper when circulation drops.

The PRSMA, in its radio program, said

that while the War Production Board long ago recognized home radio as a war necessity and planned for a small but constant supply of strictly essential tubes and parts, these materials have failed to materialize in even half-way adequate quantities. "So your dead set stays dead either in your home or on the serviceman's bench," said a PRSMA spokesman. All parts and tubes, he added, are made under the CBS Allocation Plan and subject to high priorities.

"All of us," he continued, "the set owner, the serviceman, the dealer, the manufacturer, are in a bad situation. Perhaps some concerted action might relieve the tangle. One easy step everyone can take is to write to his congressman, to his newspapers and to his broadcasting station, pointing out how dead sets increase the potential death toll from possible air raids, and how the government itself is being needlessly hampered in its efforts to air its vital war messages to the public. The home radio receiving set is a war essential. The island has learned by bitter experience, and all of us here in the U. S. A. need to be reminded."

# Major Gists' Notice

## KYW Brings Out Educated Voter

**PHILADELPHIA, July 31.**—Use of radio in the citizens vote is being utilized by KYW. Station has elected a weekly stanza, *You and Your Vote*, accounting until election time, to acquaint the voting public with duties, qualifications and history of the various civic government offices. Each week, on local government office will be discussed, leading educators and political scientists brought before the public. Broadcasts will be entirely non-partisan and non-political, and make just major use of the air here to inform and educate citizens on voting.

## Mitchell NBC Ag Director

**CHICAGO, July 31.**—Everett Mitchell, farm commentator who until recently was on the Blue Network's *Farm and Home Hour*, has been named director of agriculture for the NBC Central Division. It was announced Thursday (29) by Harry C. Kopt, NBC vice-president and general manager of the Central Division. Mitchell is currently heard on *The Voice of the Dairy Farmer* for the American Dairy Association and on *Open Farm*, public service program. He has been in radio since 1923.

## J. Walter Thompson Expects Flack Dept. to Keep Agency On Top of Radio Show Heap

Pub. Dept. Doubled and Still Growing

**NEW YORK, July 31.**—Now that they have attained major billing as one of the town's top advertising agencies to produce radio shows, J. Walter Thompson and executive flack department are busy overhauling and build-up. Bill is booming, and agency will take no risk of having shows slip if publicity barrage can keep 'em up.

Step-up is brain child of John Ullrich Reber, in charge of agency's radio department. Reber decided last January to put greater emphasis on publicizing public, and needed clients into upping appropriations.

"Old accounts at that time were coming back into radio," says Whit Crier, chief drama writer for J. W. T. Ballantine inaugurated the Guy Lombardo show. Reber, in C.B., bought *Man Behind the Gun*, *Old Gold* and *Money Eye* and Red Barber on CBS. Then Williams replaced *True or False* with *Nero Wolfe* for summer, and in July 18 Old Gold took over another half hour on NBC with Bob Crosby and Company. Finally when RCA appointed the J. W. T. corp to handle *What's New*, the flack department became September 4 on the Blue, Reber decided that the agency public relations had to be tightened up and symbols polished.

"The result," says Crier, "has naturally been expansion of the radio publicity and promotion departments. First of all it was decided to combine station publicity with publicity. Up to a short time ago Linnea Nelson, time buying department head, handled all station publicity. This often meant duplication of effort on many shows. The new set-up simplifies matters and we've been finding to staff right along. Wilma Dowie has come over to us from the flack dept. at Duranto, from WOR press, is a new contact man. Raythe Kayward, from Crosley-Cutler, is in charge of Colton, Maxine Smith, ex-Hollywood reporter, has been made head of flack in Hollywood and Gen. McFarland is in as publicity writer. The policy is to make sure that they will have to hire another, who for the RCA show and another, who for the Hollywood office. Altogether, they've more than doubled the drum corps.

They will be put on more stock recorded promotional announcements for stations. Upward appropriations will permit more stories, pictures, mats and

## Radio Time and an Empty Lot Car Spec Heaven

**NEW YORK, July 31.**—Local boom in demand for used cars is being shipped to war plant areas for use by war workers has brought a considerable number of outright speculators into the business. Taking a tip from the legit used car dealers who hit this market and the local radio stations some months ago, the speculators, using a variety of names, are buying radio time, engaging used cars and then turning them over at a fast profit.

It's like the lush days of the stock market boom when everyone and his kid brother was a margin millionaire. So long as the demand holds up, and more and more out-of-town used car dealers are coming into New York with a wad of dough, the speculators are in the clear. Until the OPA puts a ceiling on used cars, it's quite simple for the ops to buy radio time, rent a lot and stock up on jalopies. The hinterland dealers want cars and don't want to haggle over prices.

Not at all unusual for a spec to move hundreds of cars at a clip for at least a \$25, and often more, profit on each vehicle.

## NAB Meeting Decides No Muster Now; as Bill Lewis Withdraws Candidacy

Only 2 members of board of directors missing at Palmer House gabfest

**CHICAGO, July 31.**—Neville Miller, president of the National Association of Broadcasters, today drew a pink slip effective next June, when his contract expires. Meeting here yesterday to discuss the outright ouster of superseding Miller, the NAB board of directors gave Miller almost a year's notice by providing by a standing committee to cull the field and bring in a list of candidates for the presidency. Then the board of directors did a bad whitewashing job by passing a resolution stating that the purpose of its convening had been misrepresented.

## 7 Indies Call Moot

Confab was originally called when seven members of the board (Don Ellis of WJNO, Asheville, N. C.; James B. Woodruff Jr. of WBNS, Columbus, Ga.; G. Richard Shatto of WIS, Columbus, O.; John E. Fetzer, WKOT, Kalamazoo, Mich.; E. L. Hayes, KATZ, Albert Lea, Minn.; L. B. Wooten, WREY, Memphis, Tenn., and James D. Shouse of WLW) met at an NAB legislative committee confab in Washington last week, and, acting as a rumormongering, called this meeting of the full board. Under NAB by-laws, a special meet of the board of directors must be convened at the request of any seven members of board.

When the purpose of the gathering was to consider ways and means of de-throning Miller and the possibility of electing a new president, the NAB radio chief, during the calling of the

confab and the actual meeting Miller apparently was able to do some fence building—not too tough a job since it takes a two-thirds vote to carry a displacing motion at these board meetings. There are 25 members of the NAB board of directors and only two members missed this meeting.

Elected members of the board of directors were Don Ellis, WJNO, Asheville, N. C.; G. Richard Shatto, WIS, Columbus, O.; John J. Gillin, WJOL, Omaha, N. C.; Mahand, WJOL, Des Moines, Iowa; J. D. Shouse, WLW, Cincinnati; and Paul W. Moresby, WTIC, Hartford, Conn. A chairman is to be elected by the board.

## Bill Lewis Steps Down

Apparently the rumormongering was enticed with the decision to ouster the present NAB president at the termination of his contract and did not press for an immediate showdown. In addition Bill Lewis, their candidate, withdrew his name before that was until Miller's contract expired. Also possible that CBS, of which he is vice president, at the time he left to join the Office of War Relocation, which later became the OWI, asked Lewis not to take the NAB presidency. Angle here is that even though Lewis would seem to be the ideal man for the job CBS' background might be ammunition for the non-NAB members, who could renew their charges that the NAB was network dominated.

## Francis Succeeds Stanley

**VIRGINIA BEACH, Va., July 31.**—Gardner Francis, president of the station, whose work is promoted by Virginia Beach and other nearby radio stations, has been named as the head of beach resort's publicity noted by *The Billboard* in 1942. "I was selected Howard Francis as president of the station and publicity at WJNO. Stanley's promotion manager of WJNO and publicity director for CBS in Washington, following the winning of second place in *The Billboard's* Sixth Annual Radio Publicity Survey of entries for local stations.

Francis, former Baltimorean, directed the 20th anniversary celebration there, and was a manager director of Maryland State Chamber of Commerce, in addition to his advertising work, and the public relations campaign for the State's late Gov. Albert G. Buzick.

## "Point Sublime" Moves

**HOLLYWOOD, July 31.**—Point Sublime, which had a long time run on NBO, moves to the Columbia Picture August 1 under the continued sponsorship of the Columbia Picture Company. The show will air Sunday nights from 9:30 to 10, PWL, over GPN with later release later in the week over Ball, Lake City and Arizona stations. Foote, Cossy & Belding represented the sponsor with Dave Taylor as contact. CFS represented by Ernie Bagge.

## Neil McDonald to CBS

**HOLLYWOOD, July 31.**—Neil McDonald, formerly West Coast manager for Tom Fritch, has been named by Broadcasting Company here as assistant to Lloyd Brownfield, press director. He will be taking over the CBS press field when he was named to head the department as replacement for Andy Kelly, who joined the Earl Ferris office.

## Howard Is Benny Scriber

**CHICAGO, July 31.**—Cy Howard, of the executive sales staff of WBMM, is back from a vacation at Mackinac Island and is preparing to assume his new duties as sales manager for Jack Benny radio return to the air in the fall.

## KSTP 12-Man Newsroom Tops WCCO 11 Staffers; Twin City Radio-Press News War on Way

Local and National Coverage Give Stations Scoops

**MINNEAPOLIS, July 31.**—While WCCO, CBS affiliate, was "shooting the weeds" with its new 11-man newsroom, KSTP, NBC outlet, set back with a satisfied grin, newspapers in Twin City area aren't smiling.

"We've had a newswoman since 1934," said KSTP's. "Just a few months ago we enlarged our staff to 12 persons. News has been out 'meat' for nearly a year before we even reached the local front since that time, we top KSTP's press regular."

KSTP has newsmen in its St. Paul and Minneapolis studios, with the bulk of it concentrated in St. Paul headquarters. Copy desks, AP and UP teletype machines and a battery of typewriters make up the scene, which delivers news before two news reaches the Linotypes.

Heading the KSTP newswoman is John Bernstine, news editor. Local reporters who handle both "leg" work and rewrite are Paul Presbury and Henry Van Lear. Their assignments take them thru both towns.

## Presbury Has Scoops

Presbury is quite a "hooey" collector. Last April gule bite was found buried in a car. Fredrick was found shot on scene. Goaded corner into examining victim more carefully than usual in a car. Fredrick was found shot on scene. Copy-deckers and rewriters for national and international news are Fran Cum-Loun, Rae Wright, Marjorie Davis and Margaret McFadden. Harry Applied is farm editor.

Newscasters are Brooks Henderson, Ben Leighton and Carl Karstoft. Henderson and Karstoft do general analyzing. KSTP has borrowed a *Star-Journal* reporter to handle the sports in Halsey Hall who has been on the air for 12 years.

When first took to airwaves back in 1928, KSTP had a semi-formal newswoman, but enlarged it when Associated Press and another radio station for reading news from newspaper.

## Star-Journal Beefs

Meanwhile, some of the reasons for WCCO's sudden decision to establish newsmen are said to include the fact that *Star-Journal* Tribune beefed because Associated Press turned over its press section to the station and that paper showed alleged discrimination in handing out local news copy to the three stations of the news set-up of WCCO, KSTP and WLW (Mutual).

Verification of latter statement can't be had, but it's the gossip being kicked around in newspaper-radio circles. Other stations in the city have nothing like this of the news set-up of these two. Closest is that of WJMN (inde), which turns out some of its press section to the station and that paper showed alleged discrimination in handing out local news copy to the three stations of the news set-up of WCCO, KSTP and WLW (Mutual).

# Libraries O. K. for Fall

## Commercial Transcription Biz Nil But Stations Buying More And More Musical Libraries

### Backlogs of Masters Due to Hold Out for Year

NEW YORK, July 31.—Commercial spot transcription business will hit a new low this fall, according to the major c. t. organizations. The musical transcription libraries on the other hand will be able to carry over for another year or more with transcriptions that have not been released and with non-name vocalists singing with ensemble backdrops.

World Broadcasting, according to A. J. Kendrick, v.-p., is operating its studios at about 50 per cent of what it was doing a year ago. This organization at one time handled more than half of the transcription business of the ad agencies and altho its library service is reputed to be tops in the field, the overhead is such that operations are not too profitable unless business from commercial shows takes up some of the slack. For the past year work for the OWI and other government agencies replaced the business from agencies, but with the curtailed promotional budgets under which all Washington agencies are now operating even this source is drying up.

As Associated, which makes available a "quality musical station library" comparable with World's, C. M. Fyfe, president, points out, the library business was so good that the record pressing plants of Associated were working "round the clock." They're not making as many spot transcriptions as they were a year ago, but they're doing a great deal of novelty recordings which is making up some of the slack. Anticipating the transcription ban Associated made enough masters before the ban to carry over for more than two years. Naturally they couldn't pick up the bit time for as long a period as the ban continued, but thus far, when they were without a master on a hit, they've recorded the missing number same instrumental music.

The recording ban has been a plus for transcription libraries, states Cy Langlois, head of the Lang-worth Feature Program Service, another station musical library. Lang-worth was one of the first services in the field to specialize on "common domain" music, which means that this section of the Lang-worth library has no worries. It never has depended upon "new" music, and Cy was in a position to record modern versions of the old-timers way before the ban. Naturally he releases them whenever it seems necessary. He points out that L-W has added 45 stations as subscribers and further stressed, "Stations unable to obtain many new records over the counter simply must develop a new source of supply and that means they have to turn to c. t. libraries."

Mloyd C. Egner, vice-president of NBC's recording department, is very loath to make any predictions on c. t. business for this fall. He feels that anything that

is said at this time must necessarily be a generalization as far as *Theatricals* (NBC's library) and so he prefers to let it go unsaid. However, from other sources it was ascertained that sufficient masters of musical selections are available for release to subscribing stations for at least nine months. Also the number of subscribers to the NBC library is at present one-third larger than it was 18 months ago, with the same reasoning that has increased the library sales of all other c. t. organizations holding good.

Until the fall, 1943, the c. t. musical libraries have no worries. Beyond that only the Lord and Petrillo know the answers.

## Stauffer Appoints Schwartz And McAlister OWI Deputies

WASHINGTON, July 31.—Appointment of Lavinia Schwartz as deputy chief, OWI Radio Bureau, in charge of station relations for the Chicago area, was announced this week by Don Stauffer, chief of the bureau.

At the same time he announced appointment of Marvin McAlister to a similar position in Kansas City, taking charge of the Missouri, Nebraska, Kansas and Arkansas region.

John Hymes is chief of Station Relations operations of the OWI Radio Bureau. Station Relations regional offices are located as follows:

REGIONAL OFFICE	STATION RELATIONS REGIONAL CHIEF	TERRITORY
1729 Candler Bldg. Tel. Walnut 4121	Willett Kempton	Georgia, Florida, Alabama, Tennessee, Mississippi
17 COURT ST. Tel. Lafayette 7500 Ext. 204-205	Walter Hockett	Maine, New Hampshire, Vermont, Connecticut, Massachusetts, Rhode Island
207, Lafayette 7503 BOSTON	Mrs. Lavinia Schwartz	Illinois, Wisconsin, Iowa, Indiana
102 National War Agencies Bldg. 228 W. Jackson Blvd. Tel. Anderson 3600 Ext. 396 Even. Anderson 3604	Alfred H. Liewelyn	Ohio, Kentucky, West Virginia, Michigan
728 Union Bank of Commerce Bldg. Tel. Cherry 7913 CLEVELAND	David Russell	Texas, Oklahoma, Louisiana
1031 Mercantile Bank Bldg. Tel. Riverside 5711 Ext. M-106-1-3-4	William H. Welsh Jr.	Colorado, Wyoming, New Mexico, Utah, Idaho, Montana
117 Klitbridge Bldg. Tel. Tabor 3173 DENVER	Marvin McAlister	Missouri, Nebraska, Kansas, Arkansas
203 Mutual Bldg. Tel. Harrison 6464 KANSAS CITY	Hayle S. Cavanaugh	Minnesota, North Dakota, South Dakota
205 Midland Bank Bldg. Tel. Main 3244 Neator 4518 Even. 5033	Harry Levin	New York, New Jersey
24 MINNEAPOLIS Care OWI Office 280 Madison Ave. Tel. Murray Hill 3-6800 Ext. 294-295 Even. Murray Hill 3-6828 NEW YORK	Broughton Tull	Pennsylvania, Delaware, Maryland
Stephen Girard Bldg. 21 S. 12th St. PHILADELPHIA	Benjamin W. Ruffington	Virginia, North Carolina, South Carolina
18 North 7th St. Tel. 1-1841 RICHMOND	Luther Kepplinger	California, Oregon, Nevada, Arizona, Washington
Western Merchandise Mart 135 S. Market St. Tel. Kiondine 3-3300 SAN FRANCISCO		

## Trendle Passes Birds to Campbell

DETROIT, July 31.—H. Allen Campbell, manager of WXYZ, appears to be getting the bird from his boss, George W. Trendle, station president. Some time ago, Campbell took over a pet parrot that belonged to Trendle, when Trendle found the bird too much to have around when his friends called. The parrot persistently would greet them with a "Good-by," which Trendle figured was poor station identification.

The other day a woodpecker started to make its lodgings at the Trendle home, to everyone's annoyance, and he scared it away by producing still louder sound effects himself with a drain pipe.

Next report was that a woodpecker, which Campbell swore is the same one, showed up. It is now hanging around the Campbell domicile.

## Gracie Fields To Sing Ballads on Mutual This Fall

NEW YORK, July 31.—Gracie Fields, despite her arrival at American success after many tries, still isn't permitted to be herself on the air! She explained at a cocktail shindig, which Miller Kellie, stock, of Mutual, tendered as a farewell party, that while she didn't mind doing two "Victory songs" for a company number she wanted to do the type of song for which she is best known abroad, the ballad.

After much importuning while she was on the Blue Network, she was permitted to do just one ballad a month despite the fact that when she did this type of song her fan mail doubled. When she returns from entertaining the men in service and in the factories in Great Britain she's bound that she'll sing at least one ballad a show on the new Mutual hook-up that the American Cigarette & Cigar Company, Inc., has bought for her. (Butcher & Ryan (starting October 11).

Monty Banks, Gracie's husband, has been left behind in America to argue her behalf point.

## Crix See Another Sinatra in O'Neill

CHICAGO, July 31.—Station WBMM believes it has a new singing sensation in 23-year-old Danny O'Neill, a member of the Great Lakes Naval Training Station choir until discharged from the navy for physical disability. He was recommended to WBMM by Ed Crix, C. Hjalmar Hansen, director of the choir, and was signed after he had sung one ballad. His singing on WBMM's Victory Melodies program has brought news from the local critics, some of whom hail him as a second Frank Sinatra.

O'Neill, who is now singing alone, he was a child, was at Pearl Harbor before the Jap attack. He sustained a broken back which knocked out him and spent six months in a hospital. Returning to the States, he was honorably discharged this spring and joined WBMM. In addition to his Victory Melodies stint he is heard on a new twice-weekly sponsored program.

## Mutual Kodachrome Gets Chi Showing

CHICAGO, July 31.—Mutual's kodachrome presentation was shown Thursday (29) in the Gold Coast Room of the Drake Hotel before 250 advertising men. In colored slides, with sound, the presentation gave a graphic resume of the progress made by Mutual.

W. E. Macfarland, chairman of Mutual's executive committee, introduced Walter Macfarland, president, who gave the assemblage a convincing talk on Mutual's selling job. Besides President Macfarland and Macfarland, executives in attendance were Ed Wood, national sales manager; Jack Latham, assistant sales manager; and Ade Huft, Western sales manager, Chicago.

## Groves Lab Frames Wide Fall Campaign

CHICAGO, July 31.—An extensive fall campaign has been outlined for Groves Laboratories by the Russell M. Seeda Agency, which handles the Groves account.

Beginning September 6 Groves will use 100 stations for its ABD Vitamins, 100 for its B Complex Tablets and 300 for Groves Cold Tablets. The three-week Revolve Round-Up, featuring Louie Massey and the Westerners, also will be continued on the NBC network.

The ABD radio campaign will be supplemented by daily new copy for the American Weekly for B Complex. A list of magazines, including Puck, will be used.

## Canada's "Wayside Neighbor" Making USA Station Bid

PHILADELPHIA, July 31.—First attempt to bring Canada's popular program to American listeners is being organized by Philip Stewart, manager of CKIL, Kirkland Lake, Ontario. Samuel Calkins has been appointed American representative for the station's *Wayside Neighbor*, for many years Canada's leading quarter-hour of original poetry, singing and music. Transcriptions of the series will be made available to American radio stations and ad agencies. Originated by Don Calkins, Canada's top mike voice now serving in the armed forces, Martin Silburn is now *Wayside Neighbor*. Program was so popular in Canada that it was syndicated as a newspaper column, which is also being made available by the Seifon office to tie in with the c.f.s.







# TELEVISION

## Cash and Paper Novelties Plus Diamonds and War Bonds Produce Results

**CBS Has 14, NBC 1 Programs With Come-Ons**

NEW YORK, July 31.—Hooper and Crossley surveys notwithstanding, no sponsor is completely happy unless he sees fan mail. Once again free offers, premiums and whatnots are teasing their way back into the network broadcasting picture.

Of course, the hundreds of giveaways that were available as pre-war box-top come-ons are no longer to be had, and in many instances there are no box tops. As a result, promotion men for advertisers, networks and sponsors are forced to dream up other mail pulls, most of them without too much imagination. Top, Summer, 1943, No. 1 pull is naturally Mr. Whisker's securities—War Stamps, Bonds and greenbacks.

### Paper Pulls

Balance of offers come under paper headings: contests, coupons, "jokes," recipes, "lists of questions," speeches, lectures, sermons, etc. Recipes and household hints books, premium catalogs, health pamphlets, volumes of general information, encyclopaedias and technical matters, pictures of program personalities and books on a wide variety of other subjects.

Sponsors offering merchandise premiums have dwindled almost to extinction. The only one coming from the finger of one hand, Mills Laboratories still offer a portable radio promising delivery after the war. A couple of ration bookholders of the name of Les Tremayne, and diamond rings complete the list. Incidentally, the supply of "chips off the old diamond" seems to be holding up. Tiffany Diamonds are still popular, pulling 10,000 fan letters a week for one program.

CBS and NBC both report that they have fewer programs with inducements for audience mail now than this time last year.

NBC hopes that institutional campaigns will replace many present programs that make premium offers. Right now they have 11 come-on programs, but hope to inspire definite decline in the next few months.

### CBS Mail Pleas Up

CBS with 14 offer-making shows has experienced a slight increase in programs of this type in the last three months. Its Lady Esther show, with its free powder sample and Gaudy Packing Company's Something To Talk About, which pays off to the tune of \$100, \$50 and \$25 in cash each week, are two that are responsible for an upsurge in fan mail.

Program payoffs are no indication of a change in giveaways is apparent. General Electric's *Hour of Charm* has a contest slated for debating August 1; the 101 series of War Bonds totaling \$10,500. Other programs do not intend to deviate from gold-edged securities or paper pattern.

Others pay off in stamps and bonds for such brain-strainers as "The rarest and most amusing sentence composed of the words of the War Bonds list," "household hints," "lists of hard-to-find words," "little known historical facts," "jokes," "recipes," "lists of questions," "lists of answers," "original verses for designated tunes" and "hard-to-believe stories." Others award prizes of bonds, stamps or outright cash for general war efforts or slogans on a specific drive. Usually bond selling. These, however, are in the minority. Regardless of the dearth of the variety, the networks have stepped, these three major nets claim. The Blue's audience mail has increased 100,000 over last year's half-year figure.

### Blue's Four Leaders

*Hop Harrigan*, *Gene and Glen*, *Breakfast for the Kids* and *The Quinlan* are credited with substantially aiding in the increased letter writing at the Blue. *Gene and Glen*, sustainer which has been

off for several weeks, rolled up an impressive mail response by offering a ration bookholder and G and G picture in exchange for a dime and "your irrefutable soap wrapper." Wrapper are still deluging WJZ and station hasn't decided if it should try in a new supply of ration books and pictures or disappoint the listeners and return the dime.

*Hop Harrigan*, also sustaining, pulled 124,264 letters in its second month. *Breakfast for the Kids* is still top cop. Both *Breakfast at Sardi's* and *Quiz Kids* remain steady in mail pull.

Mutual can claim only one program that did offer something for nothing. Up-ton Close's talks are mailed out without cost with no strings attached.

There's quite a few sustaining programs that now offer dough and a few commercials that pay cash on the line. Vick Chemical Company's Dr. 7 Q, which pays off to the tune of \$200 for quick suggestions and \$250 for biographical sketches, leads in the latter group. Brown and Williamson, not so generous, gives \$25 and \$50 in cash and throws in a carton of Raleigh cigarettes to contest winners on its *Best Bet*. Colgate's Palmolive toothpaste, which it promotes the dough with a six-month supply of their "pearly smile increaser."

### 24 Candy Bars and \$5.00

Clark Gable Company distributes candy bars and \$5.00 in cash accompanied by an easy-to-take \$5 bill. WJZ's sustainer, *History Is Fun*, offers \$25 and the *Encyclopedia Britannica* as spoils. An advertisement for the same station called *Singo* awards \$4 and \$8 for easy combinations of song titles. The Blue's *Lulu and Johnny* give two, three and five-dollar prizes for jokes, and winners are picked by a studio laugh meter.

Some of the commercials show that pay off in War Bonds are P. Ballantine & Son's *Three-Ring Tune*—\$25 bond per week; H. J. Heinz Company *Information* Please gives \$57 in bonds and stamps plus a \$4-value set of the *Encyclopedia Britannica* (program off until September 13—with offer still good). Bristol-Meyers' *Wash Webster* pays with War Stamps and \$25 bonds for lists of words. Listeners still respond to free offers, and despite the dearth of giveaway programs, the networks are keeping their thumbs on the public's palatial pulse.

### BURLY PLOW-UNDER

(Continued from page 3)

something better or else, if in uniform, find the contents and other free entertainment much more inviting.

Inability of the burlesque impresario to send out traveling shows last season has been one of the major attractions. Limitations and talent shortages, touring units had strip principals and comics only. And these were plenty scarce because of the more attractive salaries in other entertainment fields. Burly as the breaking-in time was passed up entirely by performers.

Biggest headache was in rounding up a line of girls. Change of line faces each week had a strong appeal with the burlesque. The networks were changing this season, it having been found necessary for each house to get up stock line. The type of chorus girl attracted took a big hit. The networks were in a quandary for getting a job in the line was that the girl have two legs and be able to lift at least one of them part of the time. The age ceiling was frozen—at about 80.

### Next Season Worse

Outlook for next season looks even worse. Not all the peal peals that called it a season early spring are expected to be able to open in the fall.

### Hanson W. Baldwin

Reviewed Sunday, 3:15 p.m. *Style—Military and naval commentary. Sponsored on WJZ (New York) and the Blue Network.*

Hanson W. Baldwin knows what the war is all about from a military point of view and his introductory session July 25 proved that. What he didn't prove, however, was what he was going to be able to do that isn't done already. Naturally he has an audience among his *New York Times* readers, but the average dialer hitting him for the first time just wouldn't find anything in his voice or his presentation to hold the dial at the Blue spot.

That one of the problems that authorities face when they come to the broadcast medium. Having something to say isn't enough to make a decent Crosley or Hooper rating. Unlike a column in a newspaper, air wordage has to be showmanly presented on the air.

There's nothing wrong with Baldwin's voice nor with his delivery. No doubt National Concert and Artists Corporation, who represent him, will find a selling broadcasting frame in which he will fit and become salable to a sponsor. It's a shame, however, that Baldwin didn't find a format before he hit the networks.

Joseph M. Roebler.

### "Report to the Nation"

Reviewed Tuesday, 9:30 to 10 p.m. *Style—Dramatic news report. Sponsor—124 electric light and power companies. Agency—N. W. Ayer. Station, WABC (New York) and CBS.*

One hundred and twenty-four public utilities thru 126 CBS stations started sponsoring *Report to the Nation* on Tuesday (27). The propriety of electric light and power companies sponsoring a dramatized news report is questionable, but a discussion of this has no place in the review of the program. CBS has its reporter's refusal to permit the collective sponsors the right of censorship over the material. The fact that the program is set up as all makes the program suspect.

*Report to the Nation* naturally has its program ups and downs. Some weeks it has the punch of Dempsey at his best and on other weeks it's a Dempsey at the recent trial. On its commercial debut it was the first big hit, but it's been no big horse. Perhaps the news was so dramatic that the program decided not to compete with the front pages at the moment. There was something in the writing man's inspired, but it was a good job by Bill Bloum Jr. and Margaret Mitchell.

Victor Bay didn't miss a musical cue, and both the announcer and Doug Edwards, reporter for CBS news, were really good. One of the first big hits didn't register was the insertion of some direct English broadcasts from Rome, followed by the comment that the next time that *Report to the Nation* would bring an English voice from Rome it would be "the voice of a CBS news correspondent."

The idea must have sounded like a million dollars on paper. It fell as flat as— Even house personnel is becoming an impossible problem. Users are at premium, and most of the houses are doing without. The girls can do better at the moment. The networks are doing work. The few males available are only interested in ushering at the backstage dressing rooms. It's a lean season ahead and only creative suggestion is left to us to keep interest in burly alive is to send out 100 radio companies of *Star and Garter*.

an actor's page of script which has been discarded during a broadcast.

The bits in which actual heroes from the fronts participated also must have seemed good ideas, but somehow or other they mislaid the listeners felt sorry and not thrilled by it all.

*Report to the Nation* is a good show. It will continue to have its ups and downs, as all news shows must. When the news is less dramatic the program will be more apinal thrilling.

The good-will commercials were in good taste. If the listener wondered why a commercial was necessary at this time, why public utilities had to spend the public's money to advertise something that they didn't want people to use too much of right now, he didn't wonder too much. However, there was one section of the program that was suspect. That's the portion during which CBS's Don Pryor is sent out thruout the nation to report on the home front. The picture of a world after the war in which everything will be changed is something that advertisers should sell.

Electrical firms more than any other should realize that the word "electronics" is being misused every day and not mislead it themselves. They'll never call as they did on the broadcast the "electronics people to check the air filter." Electronics would simply turn the filter on or off. You'll have to get a man to service an air filter, and the sooner that everyone is taught to understand just what electronics is, the better they'll be prepared for what may come in five to ten years after peace.

How about having the commercials on *Report to the Nation* stick to facts also. J. M. Z.

### "Bob Crosby and Company"

Reviewed Sunday, 10:30-11 p.m. *Style—Variety. Sponsor—Old Gold Cigarettes. Agency—J. Walter Thompson. Station—WEAF (New York) and NBC.*

There's something engaging about the opening of this show. You can't help but like the way Les Tremayne came into his introduction with "My name's Les Tremayne." From that point on, however, the program is a little too close to Crosby sometimes, and we're not thinking of cheer.

Also there's something nice about bringing a "new girl singer" to the network mike every Sunday evening—if they bring a "new" girl, but, starting with the way Les Tremayne came into his introduction with "My name's Les Tremayne." From that point on, however, the program is a little too close to Crosby sometimes, and we're not thinking of cheer.

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(See Reviews on opposite page)

# Daily News 18-Year Space To Go; Other Papers Slashing; NBC Releases Gossip

## Stations Use Air Time To Sell Air Time

NEW YORK, July 31.—Radio columns are feeling the latest newspaper cut with indications that every column in metropolitan New York, with the possible exception of *PM*, whose column is not a daily feature, being eliminated before October 1.

Latest radio staff to hear the bad news is *The New York Daily News*. Ben Gross has headed this department for over 18 years and has no inkling of the cut until the notice came to him from the business department that radio comment would be one of the features eliminated along with the financial column, the embarrassing moments, baby's good-byes and deathless deer.

No official notice has been served on Harriet Van Horne, columnist of *The World-Telegram*, but a conference has been called of the business staff next week (2) at which cuts in every department will be considered.

### Kenny Stays

Nick Kenny's column in *Two Daily Mirror* is devoted to radio only this day and his features are listed there. There is every indication that it will continue that way.

Continuation of radio program listings in the air now, for every attempt to cut this newspaper service has been sold out from readers.

### Writers Headacheless

Man-power shortages at all newspapers make the contemplated cuts no

worry to writers, since in every case the plans are to shift staffers to other chores. Ben Gross, years ago, was a political writer and has served a stint on the desk. Sid Shalit, second-stringer, also came up the hard way and knows the ropes and will sit in somewhere.

### Networks Plan

The networks have anticipated the loss of regular space in newspapers and are using air time more and more to sell what's on the air. The National Broadcasting Company, which never before released any script material to member stations, starts next week a typical gossip column on its station. The tale is devoted to NBC shows and gossip about radio and its characters. It is to be broadcast generally once a week under the title *Your Radio Reporter*, although many stations are creating their own lists. NBC's plans now is that both program plugs are inserted. Among the stations planning to push it for all its worth are WTAM, Cleveland; WBAB, Baltimore; WHAM, Rochester; WBZ, Boston; WSM, Nashville; and WOFB, San Francisco, all of which agitate the air with 60kw.

NBC in this is following the lead of regular space in newspapers, which revealed recently in *The Billboard* Sixth Annual Publicity Survey, have been for the first time on radio on the air as well as in the press.

For the duration at least broadcasting will have to make do with more on its own medium to sell what it has.

### REVIEWS

(Continued from opposite page)  
she reached the air the continuity red, "She graduates in February." It's a good thing that the listeners don't read bad-outs. She was "oh, so happy for the opportunity" and then she did a smart cut routine with Bob that left a taste in the mouth that not even a stinger could remove. Also she was nothing special in voice either. Her *Let's Get Lost* wasn't the most annoying in the world but it was nothing to bring to the Coast-to-Coast mike as a discovery. Her *My Arms* with Bob was not one bad. It would have been tops on a network menu.

The trouble with the show is that Bob isn't Bing—and the talent doesn't live up to expectations. The Pied Pipers are a good thing, but the rest of the program is non-star effort. Talking about Les Tremayne, what did he do nothing else but in the first place, was he a star? He's not Don Ameche even if he is following in his footsteps on *First Night* and other programs.

The program formula is really swell; all that was missing was something to fill the formula.

J. M. K.

### "The Blue Frolics"

Reviewed Tuesday, 3-3:30 p.m. Style—Minstrel. Sustaining. Station—WENR (Chicago) and Blue Network.

This new series, collectively titled *The Blue Frolics*, is a five-a-week and will show different types of show. The first day of the week. On Mondays a quiz show will be presented; Tuesday, minstrel; Wednesday, musical; Thursday, comedy; Friday, a mixture of music and narration; and Friday, a comedy show.

Show caught was the minstrel and with several veteran burnt-cork artists in the line-up it was a fast-moving, entertaining show. The program that provided an excellent half hour of light entertainment. Leading off with *The Billboard* March the show followed

the usual minstrel pattern. Opening chorus, *Land of Old Black Joe*, then introduced by Al Strunk, introduced the end-men, Cliff Souther, Joe El Marks, currently in *The Doughgirls* at a local theater. Cross-fire between interlocutor and end-men, mostly ancient minstrel humor, brought up the first number, *My Heart Belongs to You*. Best part of the program was the musical end, with Harry Kogon's orchestra harmonized nicely with direct vocalists offering old favorites. The minstrel quartet, made up of the Four Cuts, harmonized nicely with direct *Kentucky Babe* and a medley of sweetheart tunes. Cliff Souther sang *Alabama in the Spring*. Al Strunk offered *Swanee*; Joe Marks, *You Knew State*, and Homer Allen, *When Irish Eyes Are Smiling*, and the trombone section delivered a lively minstrel number. Finale was a typical minstrel tune, *Moonlight Jubilee*. Blue Frolics has four scrippers, Carl Goss, Jack Mitchell, Lou Hartman and Sidney Clerson. Rex Maupin's act alternates with that of Harry Kogon.

W. E. Green.

### "Top Tune Time"

Reviewed Monday, 5-5:30 p.m. Style—Musical comedy. Participating Station—WTOP (Washington).

Extended now from 15 to 30 minutes, *Top Tune Time* provides nice period of live music for late afternoon. Show hits air with announcement by Tony Tons, Paul Kahn and his orchestra and Bailey Axton as emcee.

Kahn's band is well known here and has had the following: *They Did Well with Hallejujah*, *Dark Town Strutters*, *Ball and Sweet and Lonely*. Guest singer was the famous vocal group, the Clemmings, who was adequate with *I Just Kissed Your Picture Goodnight*. Three of the boys sang the chorus on *Just a Closer Walk with Thee*. The group was led by Bill Gibson, guitar, and Dave Legume, bass, brought *Sweet Georgia Brown* to the stage. The show was top live. *Quite Stance*, is only 60-60. Three members of audience took part, all answering questions. The show is receiving one buck each for their trouble plus a sample of sponsor's product. Sponsors vary with the show, but no more than five on at any one time. Each has a spot announcement.

Schedule for next week opens chores is Gunmar Black, chief WTOP announcer, now on vacation. Axton will be assume the directorial assignment. E. S.

### "Hot Spot on the Map"

Reviewed Wednesday, 7:05-7:15 p.m. Style—News highlights. Sponsor—Lit Brothers Department Store. Agency—Placed direct, Station—WFIL (Philadelphia).

News with sound effects makes for this new series of news shots flooding local airwaves. Airing thrice weekly, it is scheduled to have primary dependency on prime interest in news among listeners to gain a maximum of the audience possible. The program is being marketed merely credit lines on opening and lead-out to impress that sponsor owns a store which has the lowest lowest prices with dependable qualities. "Lit Bros." rate a special award for fine taste employed in commercial plugs blending with the program.

Each stanza takes the particular day's headline and builds a word production around it. The program is good. As a cross between a *Paramount News* and a *March of Time* feature, the exception of script penned by Ed Richter, who handles radio promotion for the sponsor. While trouble is that it is too long, the personality exception of the narrator is about makes for as much intimate listening as a recording of Sousa's band.

Maurice Ordenker.

### DuMont Television

Reviewed Wednesday, 8:30-10 p.m. Style—Variety and Film. Sustaining on WJTV.

Also no advertising agency participated in this edition of *Television Roof*. An innovation highlighted the evening just the same. Garry Cushing, assistant program director, WJTV, introduced a 30-minute experiment in book exploitation. He conducted and wrote the portion of the program which combined book analysis, film perfunctory to the book and an interview with a person associated with the book which country depicted in the literary composition.

Trudy Wentez, winner of the recent DuMont employee contest for an announcer, made the station announcements and introduced Dennis James. Dennis James, who's been doing a splendid job of running out programs, rough spots, continued with the iron.

A Ted Flo Rito film helped create night club atmosphere and was followed by live entertainment. The first was *McAuliffe Trio*, 14, 16 and 16-year-old sisters, who appeared last week. The talented trio, with their *Goodbye, Love*, turning out some good oldie rhythm vocalizing.

Anna Francine, sophisticated songbird of the Versatile *Television Roof*, in *Anteriors*, torched *This Can't Be Love*. For her benefit, and for others who will appreciate the station announcements, might be well to remember to mix two-toned costumes. Miss Francine's white top and blue skirt decorated her in half and broadened her shoulders. Her sultry swinging of *I See You and Flyer*, the *Shrimp* from *Anteriors*, you forget the impression created by the camera distortion of her dress.

Bob Flynn accompanied all the performers on piano. He was the only one for backing most of the acts sans rehearsal.

Kenny John, 10-year-old drum disc-jockey, extra on the *Television Roof*. In appearance he's younger than his 10 years, but in action he's a real pro. He was the only one to sing *She's of Arab* and *Nobody's Sweetheart*. Now you're still sending of professional caliber. He's a real pro and writes lyrics as well as flippers. Camera work on close-ups of his hands was excellent.

The drummer boy and McAuliffe trio combined in a terrific rendition of *Blue Woogie Blues*.

The DuMont television Book Forum, an innovation in experimental book plugging, was devised by Mr. Cushing. Starting out with Cushing sitting at a table discussing *Resistance and Reconstruction*, by Generalissimo Chiang Kai-shek, the show opened with a copy of the book for a close-up. Unfortunately, volume's paper cover with the Generalissimo's picture in it was not of project. A blow-up of book front might have worked better.

Camera then switched to a film compilation of the *Television Roof* from United China Front's recently finished movie. For eight minutes camera showed the movie in a series of cuts. Cushing, who continued his talk over the picture showing. Result achieved was a real close-up of the book, highlighted by ideal video material. Presentation was climaxed by appearance of Shyde, the show's sponsor, who was interviewed and who commented on the book. The lady who has taught the show to be a good one, and who briefly and eloquently. She concluded with a powerful polemic for American participation in the war.

Plan is to continue the Book Forum in coming weeks. *Mother Russia* will be next volume used if author Hladus is available.

Credit is due the numerous members of the DuMont technical and program staff for the steadily improving Wednesday night show. The show's personality talent has helped, including Miss Joan Dillon, assistant manager of WJTV, who's been a real help in the show.

Chief Engineer Walter J. Swenson, inventor of many technical doodads at the station, has been a real help in the show. "They ain't neat, but they're imaginative," is his comment.

Wanda Marley.

### NITERY VELVET

(Continued from page 3)  
ing a spy plot to one with a local political picture.

Walters was originally to be co-producer in *Ankles Aweigh* with Wolper, but Karson being out of the venture, Wolper decided to produce it. Karson holds priority on A. A. Wolper is out of this show.

### Lou Walters No. 1 Spender

Perhaps the most lavish show being produced by a nitery impresario is *Artists and Models* being done by Lou Walters, whose legit appetite was whetted by a meal of early to bed and second on piece of the Winter Garden resident Siegfried Fields. Walters expects to open this show in Boston in the early fall and will unfold at a local house after a short road tour.

Walters is to include Jane Froman, Romeo Vincent, Baye and Naidi, Carol King, Collette Lyons, Jackie Gleason, Nick Long, Mandy Patinkin, Gloria Black, Ben Yost, Harold and Lola, Business Men and Pearl, Worth Sisters, Mayna and Don Bacon, with others to be added. Talent budget if this line-up of sticks will represent a healthy way of dough.

Walters was originally scheduled to have Monte Proser, operator of the Copacabana, as co-producer, but Proser was out of this show. Walters was to be free to accept a producing assignment for 20th Century-Fox.

Walters, on the 10th boards last season with *Glass by Night*, is also shopping around for a show, besides producing *Nitery version of Bizet's opera, Carmen*, titled *Carmen Jones*.

Mickey Redstone, headman of the Manhattan night club club, who's been of the Chicago Latin Quarter, will have some coin in several of the shows produced this season by their fellow scenekeeper.

One of this season's most successful producers, Mike Todd, who's been producing fabulous amounts with *Something for the Boys* and *Star and Garter*, is also rumored to be planning a new club in the presario, having run the Rainbow Garden, Chicago, and spots at the New York World's Fair.

# THE NEWS

## NAB Swings at AFM's Free Concert Scheme; See Try for Unemployment Fund

Plan Was Outlined to Diskers Last February

NEW YORK, July 31.—Suspicion that the free concert tour proposed by the American Federation of Musicians is not entirely untainted to the union's current fight with radio and recording companies was immediately confirmed by the charge of "hypocrisy" hurled at Petrillo by Neville Miller, president of the National Association of Broadcasters. While Miller's indignation ostensibly was inspired by the fact that members of the touring orchestras would receive less than the AFM than the AFM's customary to receiving for similar employment, and that the people of the country might be served at least as well by the AFM's own records, it is more than likely that the NAB chief had in mind the AFM's original proposal for an "unemployment fund" to be contributed by the recording companies.

His concert tour would make an actuality of the sort of thing Petrillo projected in his first proposal, which stated: "It became necessary for the preservation and maintenance of music culture and to alleviate the unemployment of musicians throughout the United States and Canada. . . . Symphony orchestras and other instrumental combinations should be employed and used to furnish live music."

**Psychological Warfare**  
At the time the statement was issued, the part of the proposal asked for funds from recorders was regarded skeptically. At best, the project was branded a "private WPA." Yet, here is the AFM going right ahead with such a project, saying in effect, "We meant every word of what we said, and unless a fund is created we will not be able to continue with such a magnificent noble project."

Since the year-long battle between the unionists and the radio-transcription-recording people has been one of psychological warfare, with public opinion the immediate object of victory, Petrillo and his henchmen have won a major skirmish and their adversaries are at a disadvantage.

Probably the only way to fight it, tho it is unquestionably hard to talk down a gift like free symphonic music, would be to outdo it.

## Phyllis Lynne With Vaughn Monroe Ork

LOS ANGELES, July 31.—Vaughn Monroe this week found and signed a girl vocalist to replace Marilyn Duke. The singer, Miss Lynne, who has joined the band here. Miss Lynne has been working most recently with mums and daddies in the West, but she first stepped out when she was with Paul Pendergast ork.

Her singing in MGM's *The People* was completely cooey and the band has been playing theaters and one-nighters since.

## JD Rehearses New Tunes, Pluggers Turn Cartwheels

LOS ANGELES, July 31.—Song pluggers here started this week with Jimmy Dorsey's band showed up at Decca's Madison Avenue studios and began rehearsing a dozen new tunes and yet recorded by anyone. Dorsey's were getting in shape for eight weeks at the Palmdale after three weeks of the songmen began tuning up on *Hoppy Days Are Here Again*.

be an open attack with everything thrown in from snipers to heavy artillery instead of smoke screens and a little jaunt but non-political gas.

### What Has Not Been Said

A straight frontal attack would point up the omission of a method for taking care of unemployed musicians. The Philharmonics, Cleveland, Philadelphia, Boston and other symphony orchestras mentioned for the tour are not composed of unemployed musicians.

And point might be made of the fact that the idea for this tour came from a suggestion made by President Roosevelt in December of last year, but was originally thought of by the President during the days of "home relief," and indirectly confirms the charge that the AFM wanted a "private WPA" set up at the expense of the recording companies.

Perhaps NAB and company decided such an attack might prove unpopular with a public who was told on Wednesday by the President himself that the post-war days will undoubtedly see a variety of variations of public works and WPAs.

Whatever it was that decided the AFM to make such a move, Petrillo's plans in that manner, it seems indisputable that the AFM prey threw a hard fast curve that came darn near being a home run.

So far, directors of most of the important orchestras have voiced their approval of the plan and, from this corner, it appears as if "musical culture" is going to be maintained—even if somebody else has to pay for it.

## Lopez Christens "Nameless" Bary Making Moniker Out of Numbers

Contract Fight on Other Number Baby Looms

NEW YORK, July 31.—The "Nameless Baryton" heard this inspired the *Lundgren* with Lopez broadcasts over Mutual will today be christened Jerry Bruce by the "mother," Vincent Lopez, who whose every action is governed by the dictates of numbers, was undecided on just what name he would create for the singing sensation to Sunny Skylar. There were three possibilities: Harvey Harry Bruce Williams or Jerry Bruce. Lopez finally decided on the last name, which, the name which, the maestro believed, "vibrated numerologically with money and success."

Lopez claims the successful careers of Betty Hutton, Marion Hutton and Skylar are due entirely to the names he evolved for all of the three who previously sang with his band.

Prior to his engagement with the Lopez crew, Jerry Bruce was Jerry Burton, a familiar name to listeners of local radio stations.

Aide from the spiritual benefits derived from name changes, a numerologist, Lopez sees in the method an extremely earthy basis for establishing a band's name and vocalists. Claiming that the budding singer she known as Sunny Skylar is something he named Sunny Skylar, Lopez has indicated he will take the matter to court to preserve his managerial control with Skylar.

Charles Goldbarb, who has assumed that role with Skylar, said yesterday he was not the man who told that Lopez had agreed to a settlement of his con-

## Coca-Cola Spotlight Band Parade

(Week of August 2)

Monday, Aug. 2.....Richard Cugat  
Tuesday, Aug. 3.....Xavier Himber  
Wednesday, Aug. 4.....Jan Savita  
Thursday, Aug. 5.....Bus Morgan  
Friday, Aug. 6.....Hui McIntyre  
Saturday, Aug. 7.....Gracie Barrie

## NBC, Spitalny Schirmer Sued On Song Theft

NEW YORK, July 31.—National Broadcasting Company, H. Leopold Spitalny, its music contractor, and G. Schirmer, Inc. were served with a \$175,000 suit yesterday (30) in New York Federal Court. Action was charged that G. Schirmer, Inc., employed by NBC from June, 1941 to February, 1942 as pianist, writer and composer who charges that two of her songs were pirated by NBC and Spitalny and published by Schirmer.

While she worked at NBO, Miss Deffin claims she got requests for Cuban compositions for which she was to receive reasonable compensation. However, she maintains that her song *Zambra Grande* was "wrongfully converted and appropriated" by Spitalny and published by Schirmer as *Parade*. She further charges that her song *Oriental* was also pirated by Spitalny and published by the same firm under the title of *Moro*.

Miss Deffin claims she never printed or published her songs, but that in March, 1942, a month after her job with NBO ended, she advised the three parties concerned to desist from publishing and performing the two tunes.

Added to NBO and Spitalny is for \$125,000. All three are being sued for another \$50,000. In addition Miss Deffin seeks an injunction, an accounting and return of all profits.

## Pleasure Driving Ban Lifted Soon--Agents Say 'So What'

NEW YORK, July 31.—Prediction that the pleasure-driving ban will be lifted within two weeks made by William J. Scitliffe, president of the Automobile Club of New York, is bringing a gleam to the eyes of dance promoters, but has booking agencies groaning.

As it is, bands having a single free day available and altho new promotions may cause an even higher lift in prices, this will not compensate for the head-bashing of turning down more promoters because there aren't enough bands to fill the demand.

Typical of the case of General Amusement Corporation, which has Jerry Wald, Jay McShann, Gracie Barrie, Louis Jordan, Will Osborne, Dick Rogers and Joe Penna booked solid thru the end of August.

One compensation for bands if the ban is lifted will be the possible return of the gas buggy for transportation.

## Philly May Get Music Prices Based on Liquor

PHILADELPHIA, July 31.—Local musicians' union has served notice on its membership to contract for any engagement beyond Labor Day for the new season. Indicates that the local price scale is in for a major hiking for both one-night and full-week stands, aimed at taking care of the 20 per cent withholding taxes.

It is believed that scales for one-night and club dates will be given an outright boost but salaries from the merry hell will be secured by transferring a large number of the bottles into higher scale classifications. Many of the "D" spots will be tapped to the "C" scale, and so on up the line. Classification for niteries is based primarily on the liquor prices at each particular spot. With the affected field here is boom levels, many of the small nabe spots are charging as much for the bitters as the midtown area clubs. And with most of the nabe spots doing business as big as the better-known downtown haunts, the union feels that its music makers should share in the prosperity.

Importance of liquor prices in setting a price scale was seen last week when the union rescinded its previous action in permitting the Officers' Club in the Bellevue-Stratford Hotel to enjoy the special "friendly society" price which applies to service canteens, charity and educational organizations. William Morris Agency found that the club for the brass hats charged beverage prices comparable to the tariff in the Brasserie Lipp restaurant, and that the members are to charge the regular book prices in establishing for the Officers' Club.

## Slack Opens at Golden Gate With New Band

Building Up New Canary

LOS ANGELES, July 31.—Fredrick Slack opens Thursday (5) at the Golden Gate Theater, San Francisco, with a reorganized band under William Morris Agency guidance. For the theater stint Slack will feature two girl vocalists, Margaret O'Brien and Gladys Knight. He is strictly a one-week deal for Miss O'Brien, who leaves the Slack fold permanently after the Golden Gate date to return here and enter radio as a single. She will be replaced by Jimmy Cook, a young draft-exempt berritone.

Slack describes Miss Goodwin as a "fresh and unusual discovery" and plans for her the same fancy build-up previously given Bala Ma Moore. Altho his outfit will contain new faces in the future, Barney Bigard, of Duke Ellington renown, will remain Slack's featured instrumentalist. The arrangement also comprises Frank Davenport, Phil Moore, Carl Lee and Slack himself.

His difficulty with the Morris agency ended, Slack is now enthusiastically over his band's future and is working hard in hand with the Golden Gate Theater and the Morris band division on the Coast. Fishman reported he was closing a deal for a new contract with the Paramount Theater, New York, the engagement tentatively being pencilled in for October.

## Elroy Willis Gets Clean Bill for Future Dates

CLEVELAND, July 31.—Elroy Willis, dance promoter, was cleared by police authorities of any responsibility in previous arrests made at a dance run by Willis at Public Hall here.

Officers said that police were assigned to the dance at Willis's request and he has been granted permits for future dances.

# RELATIVES OF THE FOLIES

## Folios Booming, Woolworth Next To Fall in Line

NEW YORK, July 31.—Folio sales are booming at a time when only those music publishers already turning them out can benefit from the upward trend. Ceiling placed on folio output by the Wer Production Board, limiting pubs to 10 per cent of the weight of paper used in their manufacture in 1942, blocks the market to those who have not been publishing folios but would like to cash in on the increasingly heavy demand.

Latest break for pubs with folios to sell is Woolworth's decision to carry them for the first time in many years. These pubs attribute the public clamor for songbooks to better merchandising in retail stores, although other grip that retailers neglect the potential folio market has not been forgotten. Pubs claim that dealers are now compelled to display the books to fill up empty space on record counters but are still not aware of sales possibilities. However, it is expected that the fall will see folios getting more end more attention, and some feel that Woolworth's action is only the first step in considering the field.

## BC Gets Clearance On Paramount Date

NEW YORK, July 31.—Tangle over Benny Goodman's opening at the Paramount Theater has been cleared up. As Astor Hotel management agreed to have the band double at the theater for the last four days of engagement at the Astor, Goodman is slated to open at the Paramount Wednesday (4) and will wind up his run at the Astor Saturday (7).

## Roy Eldridge Opens Kingsway Sept. 3

NEW YORK, July 31.—Toronto's Kingsway Club will start its season September 3 with a new policy of alternating Alvin Karpis and Canadian acts. Roy Eldridge will play the first two weeks, followed by a local outfit. It is still undecided whether or not the Canadian bands will be held more than a week.

## Material Protection Bureau

THE facilities of The Billboard's Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

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Upon receipt, the packet will be dated and filed away under your name.

The Billboard takes every reasonable step to safeguard your ideas for registration, but does not assume any liability in connection with same.

## It's the Climate!

CHICAGO, July 31.—Woody Herman, recently on the West Coast with his band, sounds off a warning to all brother musicians to look away from Los Angeles and environs if they want to hold their man together. He managed to convince only five of his men to stick with the band when they were ready to pull out for the coast. Glen Gray had the same trouble. While on the West Coast, he lost all but four of his original sidemen.

## Teagarden Loses One Canary But Adds More Family

LOS ANGELES, July 31.—Jack Teagarden's use of two big vocalists to alternate on the band's singing chores came to an abrupt end here this week when one of the singers, Duke Reid, quit the band and remained in Los Angeles. Miss Reid said the plan, which Sonny Dunham also tried unsuccessfully in New York last winter, "didn't work out very well." Phyllis Lane remains on with the band.

Teagarden made it known this week that his sister will join his band as pianist in Denver, and that another of his sons also would join soon on trumpet. One 17-year-old son, Jack Jr., already is holding down a trombone chair in his father's act. Two brothers, Charlie on trumpet and Clois on drums, will come west with the "Big T's" aggregation.

## ASCAP Writes Members Asking Vote on Extension of Contracts Until 1965

### SPA-ers Consider Move a Victory for Songwriters

NEW YORK, July 31.—Entire membership of ASCAP was canvassed by letter this week on the resolution passed by the board on July 14 that contracts with the Society be extended to 1965, and it is generally agreed that the board's move will be approved by an overwhelming majority. Songwriter members consider the contract extension protection against publishers putting a "Mark" on their compositions. "One aspect of this, Faine said, was unfair criticism of the board's actions, which were commended elsewhere by writers and publishers to gain for their own group the full control of their performing rights."

Faine pointed out that the problem was "academic" as long as the Society continues to exist, but expressed the question on the lips of both writer and publisher members when he asked "What will happen in 1965?" He described the board's vote to extend agreements as an attempt to "lay off all of these suspicious and to promote harmony between the Society and its licensees and between the writers and publishers."

Faine urged that all members sign their approval at once in order to show that "there is no opposition on the part of any group to gain any unfair advantage in the Society over any other group." However, he added that the board realized that members might hold off signing unless they knew that others were doing the same and therefore would "hold all signatures in escrow until the publishers who have signed and the

## Duke Ellington's Grosses At Hurricane Paved Way for Madriguera-Folies Bergere

### Many Airings, Daily Ads, Band Builder-Uppers

NEW YORK, July 31.—Following the socks showing of Duke Ellington at the Hurricane here, Broadway niteries are again assuming the importance once held by the old Hollywood and Paradise restaurants in the locations. The Folies Bergere switches its emphasis to the bandstand when Ernie Madriguera goes into that spot August 12, the Hurricane retaining its position with Ed McIntyre in for six weeks September 16, followed by Ted Lewis October 27.

The Hurricane booking of Ellington for a trial six weeks that will have turned into 24 by the time he checks out September 16, has proved eminently satisfactory to all concerned. The cafe has been totalling its grosses with black ink from the first week on, and Ellington, in for \$2,500 a week plus a percentage, has yet to walk out with less than \$3,000 every seven days. Besides that, the band leader's theater price has nearly doubled, putting him once more in the brackets of the top-earning masters.

He will leave the night spot with his reputation at its zenith and a signed contract for a return engagement of at

least 20 weeks more beginning April 1, 1944.

The Folies Bergere, whose spectacle-extravaganzas proved a costly flop and led to a split in the management, is undergoing alterations which will increase its seating capacity to 500 and remove the ammal bandstand which held Irving Aron and his 12-piece show band. Madriguera, who moves in with 10 people, will occupy the center of the stage and will be featured as the main attraction.

### Great for Bands

What gives the large-sized niteries the edge over the usual hotel location, from the viewpoint of band leaders, is the almost unlimited amount of exploitation cash operators are willing to finance. Aside from the quantity of newspaper advertising Ellington has been enjoying from Hurricane since he has been getting a live time averaging about 10 slots a week.

The cafe owner's bill for music taxes on broadcast runs to about \$50 per airing, and the eight WOR and two WHN shows have been bringing the weekly total to around \$500. This, Dave Wolper, owner of the Hurricane, has paid gladly has given Green Courtney, the William Morris Agency, who has put over the Ellington deal, the green light on securing more time on WABC. This will lift Wolper's broadcast bill still another \$100.

Courtney has also secured from Arthur Lesner, operator of the Folies Bergere, the go-ahead on lining up air time for Madriguera, with no limit on the amount of broadcast time available.

The Hurricane date is in the nature of a swell break for Ed McIntyre whose style of dance music is fastidious along with his routine matters and standards. Ellington liner. It should prove easier to take by cafe goers conditioned by the Duke and if McIntyre is a click at the spot he soon will be ready to ask less more dough than he has been getting. MCA moved in on the Hurricane with Ted Lewis when Courtney, who opened the spot wide open for bands, couldn't deliver a big enough name available for the booking.

## Lombardo Vacations

NEW YORK, July 31.—With the current dearth of available bands, leaving putting Guy Lombardo in a position to pick his own spots, the boating enthusiast and his family have taken a rest and checked out of the Roosevelt Hotel here this week for his annual month-long summer vacation. Lombardo's only music activity will be the Monday night Ballantine broadcasts.

## Wald Fine at Pleasure Beach

BRIDGEPORT, Conn., July 31.—Pleasure Beach Park here picked up steam on the Fourth of July and packed in 1,091 persons last Sunday (28) with Jerry Wald on the bandstand. Ducks were served at 99 cents, bringing the gross to \$1,080.

Enoch Light did \$445 the Sunday previous (29). The bandstand cost \$1,000. Pastor did better the week before (31), grossing \$915 with \$1.10 tap at the door.

## Fio Rito for Roseland

NEW YORK, July 31.—Ted Fio Rito moves into the Roseland Ballroom here for a six week run which began when Van Alexander wind up his engagement September 15.

## HEADLINE HINTS

Every Buyer of Music and Musical Talent will read and constantly refer to

**The Billboard's**  
**1943 Music Year Book**

★ ★ ★

Will you have a message for them to read ? ?

SEE PAGE 5



# The Billboard Music Popularity Chart

**WEEK ENDING  
JULY 29, 1943**

## SONGS WITH MOST RADIO PLUGS

The following are the 10 leading songs on the basis of the largest number of network plugs from New York outside WJZ, WJLA, WABC and WOL, for the past week. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically.

Compilation is based upon data supplied by Accurate Reporting Service, with plugs per time omitted by the Billboard.

Title	Publisher
ALL OR NOTHING AT ALL.....	Leeds
AND RUSSIA IS HER NAME.....	Chappell
ARMY AIR CORPS.....	Fischer
BLUE SKIES.....	Blücher
COMIN' IN ON A WING AND A PRAYER.....	Robbins
DON'T GET AROUND MUCH ANYMORE.....	Robbins
DON'T WORRY (F).....	Paramount
FORTUNE FOR A PENNY.....	Foliate-Bernstein
HEAVENLY MUSIC.....	Foliate
IF YOU PLEASE (F).....	Campbell
I HEARD YOU CRIED LAST NIGHT.....	Campbell-Lofft-Forge
I'M THINKING TONIGHT OF MY BLUE EYES.....	Peer International
I NEVER MENTION YOUR NAME.....	Berlin
IN MY ARMS.....	Pacific
IN THE BLUE OF EVENING.....	Shapiro-Bernstein
LET'S GET LOST (F).....	Paramount
MORE THAN ANYTHING IN THE WORLD.....	Remick
NEVADA (F).....	Dorsey Bros.
PAPER DOLL.....	Marka
PEOPLE WILL SAY WE'RE IN LOVE (M).....	Crawford
PUR YOUR ARMS AROUND ME (M).....	Broadway
RIGHT KIND OF LOVE.....	Winmark
SECRETLY.....	Southern
SUNDAY, MONDAY OR ALWAYS (F).....	Mayfair
TAKE IT FROM THERE (F).....	Miller
THANK YOUR LUCKY STARS (F).....	Remick
THRELL SOON BE A RAINBOW.....	July-Jay
THINGS THAT SO MUCH TO ME.....	Lincoln
VIOLINS WERE PLAYING.....	Lincoln
YOU'LL NEVER KNOW (F).....	Brigman, Voco & Conn

## NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. While two sides of the same record follow in the first 10, they are listed individually in the order of selling apiece. Atlanta: Cox Prescription Co.; B. H. Kress, Birmingham: Nader's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Little Plaza Dry Goods Co.; Boston: The Melody Shop; Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store, Buffalo: Williams Music Shop; Broadway Music Shop, Butte, Mont.: Fredhardt Music Co.; Chicago: Hudson-Ross; Deane-Rosenbush & Co.; Marshall Field; Wurlitzer; Lyons & Healy; Goldblatt Bros.; Cincinnati: Song Shop; Dallas: J. D. Wurlitzer Co.; Richmond: J. D. Wurlitzer Co.; St. Louis: J. D. Wurlitzer Co.; Denver: The May Co.; Century Music Shop; La Salle Music Shop; Charles E. Wells Music Co.; B. H. Kress, Des Moines: Dan Meiner Music Store; Davidson Co.; Detroit: Wurlitzer's; Grinnell Bros.; Houston: B. H. Kress, Jacksonville, Fla.: Butler Brothers; Kansas City: Music Box, Louisville: L. H. Kress, Los Angeles: Southern California Music Co.; Hollywood Music House of Music; Glenn Wallichs Music Store; L. H. Kress, Louisville, Ky.: Stewart Dry Goods Co.; Memphis: B. H. Kress, Miami: Richards Store Co.; Burdette's; Schuler's; Broadway; Boston: J. B. Bradford Place Co.; Newark, N. J.: Record Shop, New Orleans: Louis Grunewald Music Shop; New York City: Center Music Store; Liberty Music Store; Gaiety Music Shop; Rahab's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc.; Broadway Music; Melody Shop, Philadelphia: Wamschaker's Department Store; Downtown Record Shop; Alex A. Gettlin, Pittsburgh: Volkman Bros., Inc., Raleigh, N. C.: James E. Thelin; C. H. Stephenson Music Co.; Richmond, Va.: City Record Shop; Walter D. Masses & Co.; Corley Record Co.; Salt Lake City: C. Z. M. I. Record Dept.; S. H. Kress, San Francisco: B. H. Kress, Seattle: B. H. Kress, Springfield, Mo.: L. E. Lines Music Co.; St. Louis: Ardell Co. & Co.; Missouri: Pamaus & Barr, St. Paul: Lyon & Healy, Tulsa: B. H. Kress, Washington, D. C.: E. F. Droppa & Sons Co.; George's Radio, Inc., Wichita: B. H. Kress, Yampawana: B. H. Kress.

NATIONAL	EAST	SOUTH
POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.
1. 1. YOU'LL NEVER KNOW —HAYMES-SONG SPINNERS Decca 18556	1. 1. You'll Never Know —Haymes-S. Spinners 2. 2. Comin' In on a Wing —Song Spinners 3. 3. It Can't Be Wrong —Haymes-S. Spinners 4. 4. All or Nothing at All —James-Sinatra 5. 5. In the Blue of the Evening —Tommy Dorsey 6. 6. Johnny Zero —Mills Brothers 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace	1. 1. You'll Never Know —Frank Sinatra 2. 2. It Can't Be Wrong —Haymes-S. Spinners 3. 3. In the Blue of the Evening —Tommy Dorsey 4. 4. You'll Never Know —Haymes-S. Spinners 5. 5. All or Nothing at All —James-Sinatra 6. 6. Comin' In on a Wing —Song Spinners 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace
2. 2. IT CAN'T BE WRONG —HAYMES-SONG SPINNERS Decca 18557	2. 2. It Can't Be Wrong —Haymes-S. Spinners 3. 3. In the Blue of the Evening —Tommy Dorsey 4. 4. All or Nothing at All —James-Sinatra 5. 5. In the Blue of the Evening —Tommy Dorsey 6. 6. Johnny Zero —Mills Brothers 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace	2. 2. It Can't Be Wrong —Haymes-S. Spinners 3. 3. In the Blue of the Evening —Tommy Dorsey 4. 4. You'll Never Know —Haymes-S. Spinners 5. 5. All or Nothing at All —James-Sinatra 6. 6. Comin' In on a Wing —Song Spinners 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace
3. 3. IN THE BLUE OF THE EVENING —TOMMY DORSEY Victor 20-1530	3. 3. In the Blue of the Evening —Tommy Dorsey 4. 4. All or Nothing at All —James-Sinatra 5. 5. In the Blue of the Evening —Tommy Dorsey 6. 6. Johnny Zero —Mills Brothers 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace	3. 3. In the Blue of the Evening —Tommy Dorsey 4. 4. You'll Never Know —Haymes-S. Spinners 5. 5. All or Nothing at All —James-Sinatra 6. 6. Comin' In on a Wing —Song Spinners 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace
4. 4. ALL OR NOTHING AT ALL —JAMES-SINATRA Columbia 35587	4. 4. All or Nothing at All —James-Sinatra 5. 5. In the Blue of the Evening —Tommy Dorsey 6. 6. Johnny Zero —Mills Brothers 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace	4. 4. You'll Never Know —Haymes-S. Spinners 5. 5. All or Nothing at All —James-Sinatra 6. 6. Comin' In on a Wing —Song Spinners 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace
5. 5. COMIN' IN ON A WING AND A PRAYER —SONG SPINNERS Decca 18553	5. 5. Comin' In on a Wing —Song Spinners 6. 6. Johnny Zero —Mills Brothers 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace	5. 5. Comin' In on a Wing —Song Spinners 6. 6. Johnny Zero —Mills Brothers 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace
6. 6. YOU'LL NEVER KNOW —FRANK SINATRA Columbia 36678	6. 6. You'll Never Know —Frank Sinatra 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace	6. 6. You'll Never Know —Frank Sinatra 7. 7. Paper Doll —Mills Brothers 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace
7. 7. IT'S ALWAYS YOU —TOMMY DORSEY Victor 20-1530	7. 7. It's Always You —Tommy Dorsey 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace	7. 7. It's Always You —Tommy Dorsey 8. 8. You'll Never Know —Frank Sinatra 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace
8. 8. I HEARD YOU CRIED LAST NIGHT —HARRY JAMES Columbia 36677	8. 8. I Heard You Cried Last Night —Harry James 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace	8. 8. I Heard You Cried Last Night —Harry James 9. 9. It's Always You —Tommy Dorsey 10. 10. Let's Get Lost —Yough Menace
9. 9. JOHNNY ZERO —SONG SPINNERS Decca 18553	9. 9. Johnny Zero —Mills Brothers 10. 10. Let's Get Lost —Yough Menace	9. 9. Johnny Zero —Mills Brothers 10. 10. Let's Get Lost —Yough Menace
10. 10. PAPER DOLL —MILLS BROTHERS Decca 18318	10. 10. Paper Doll —Mills Brothers 11. 11. Let's Get Lost —Yough Menace	10. 10. Paper Doll —Mills Brothers 11. 11. Let's Get Lost —Yough Menace

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week. Atlanta: Cabel Music Co., Chicago: Lyon & Healy; Carl Fischer, Inc.; Christie Haged Music Co.; A. O. McHugh, Detroit: Grinnell Bros., Kansas City, Mo.: Jennings Music Co., Los Angeles: M. J. Freeman, Inc., New Orleans: G. Schirmer & Co., New York City: Music Dealer Service, Inc.; Ashley Music Supply Co., Phoenix, Ariz.: Dawson Music Co.; J. J. Newberry Bros., Philadelphia: Volkman Brothers, Inc., Portland, Ore.: Hillare Music Co., San Antonio: Southern Music Co., San Francisco: Pacific Coast Music Jobbers; Sherman Clay & Co., Seattle: Ogilvie Music Co., St. Louis: St. Louis Music Supply Co.

NATIONAL	EAST	SOUTH
POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.
1. 1. YOU'LL NEVER KNOW 2. 2. COMIN' IN ON A WING AND A PRAYER 3. 3. IN MY ARMS 4. 4. IN THE BLUE OF THE EVENING 5. 5. JOHNNY ZERO 6. 6. LET'S GET LOST 7. 7. PEOPLE WILL SAY WE'RE IN LOVE 8. 8. IT CAN'T BE WRONG 9. 9. ALL OR NOTHING AT ALL 10. 10. IT'S ALWAYS YOU 11. 11. AS TIME GOES BY 12. 12. SUNDAY, MONDAY OR ALWAYS 13. 13. WAIT FOR ME, MARY 14. 14. I NEVER MENTION YOUR NAME 15. 15. DON'T GET AROUND MUCH ANYMORE	1. 1. You'll Never Know 2. 2. Comin' In on a Wing and a Prayer 3. 3. In My Arms 4. 4. In the Blue of the Evening 5. 5. Johnny Zero 6. 6. Let's Get Lost 7. 7. It's Always You 8. 8. People Will Say We're In Love 9. 9. Let's Get Lost 10. 10. Sunday, Monday or Al- ways 11. 11. As Time Goes By 12. 12. I Never Mention Your Name 13. 13. Wait for Me, Mary 14. 14. I Never Mention Your Name 15. 15. Don't Get Around Much Any More	1. 1. You'll Never Know 2. 2. Comin' In on a Wing and a Prayer 3. 3. In the Blue of the Evening 4. 4. All or Nothing at All 5. 5. It's Always You 6. 6. Johnny Zero 7. 7. Let's Get Lost 8. 8. People Will Say We're In Love 9. 9. Let's Get Lost 10. 10. Sunday, Monday or Al- ways 11. 11. I Never Mention Your Name 12. 12. Put Your Arms Around Me, Honey 13. 13. Wait for Me, Mary 14. 14. I'll Be With You 15. 15. If You Please
1. 1. YOU'LL NEVER KNOW 2. 2. COMIN' IN ON A WING AND A PRAYER 3. 3. IN MY ARMS 4. 4. IN THE BLUE OF THE EVENING 5. 5. JOHNNY ZERO 6. 6. LET'S GET LOST 7. 7. PEOPLE WILL SAY WE'RE IN LOVE 8. 8. IT CAN'T BE WRONG 9. 9. ALL OR NOTHING AT ALL 10. 10. IT'S ALWAYS YOU 11. 11. AS TIME GOES BY 12. 12. SUNDAY, MONDAY OR ALWAYS 13. 13. WAIT FOR ME, MARY 14. 14. I NEVER MENTION YOUR NAME 15. 15. DON'T GET AROUND MUCH ANYMORE	1. 1. You'll Never Know 2. 2. Comin' In on a Wing and a Prayer 3. 3. In the Blue of the Evening 4. 4. All or Nothing at All 5. 5. It's Always You 6. 6. Johnny Zero 7. 7. Let's Get Lost 8. 8. People Will Say We're In Love 9. 9. Let's Get Lost 10. 10. Sunday, Monday or Al- ways 11. 11. I Never Mention Your Name 12. 12. Put Your Arms Around Me, Honey 13. 13. Wait for Me, Mary 14. 14. I'll Be With You 15. 15. If You Please	1. 1. You'll Never Know 2. 2. Comin' In on a Wing and a Prayer 3. 3. In the Blue of the Evening 4. 4. All or Nothing at All 5. 5. It's Always You 6. 6. Johnny Zero 7. 7. Let's Get Lost 8. 8. People Will Say We're In Love 9. 9. Let's Get Lost 10. 10. Sunday, Monday or Al- ways 11. 11. I Never Mention Your Name 12. 12. Put Your Arms Around Me, Honey 13. 13. Wait for Me, Mary 14. 14. I'll Be With You 15. 15. If You Please

## HARLEM HIT PARADE

Following list of most popular records in Harlem is based on sales reports from Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York; Richards Music Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Company, Wright Music Company, Chicago, and G. & R. Company, Record Shop, Newark, N. J.

POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.
1. 1. YOU'LL NEVER KNOW 2. 2. DON'T CRY, BABY, ERKINE HAWKINS 3. 3. IT CAN'T BE WRONG 4. 4. DON'T GET AROUND MUCH ANYMORE 5. 5. IT CAN'T BE WRONG 6. 6. LET'S BE LOVE 7. 7. PAPER DOLL 8. 8. OLD MISS JAXON 9. 9. FROM TWILIGHT 10. 10. DON'T GET AROUND MUCH ANYMORE	1. 1. YOU'LL NEVER KNOW 2. 2. DON'T CRY, BABY, ERKINE HAWKINS 3. 3. IT CAN'T BE WRONG 4. 4. DON'T GET AROUND MUCH ANYMORE 5. 5. IT CAN'T BE WRONG 6. 6. LET'S BE LOVE 7. 7. PAPER DOLL 8. 8. OLD MISS JAXON 9. 9. FROM TWILIGHT 10. 10. DON'T GET AROUND MUCH ANYMORE	1. 1. YOU'LL NEVER KNOW 2. 2. DON'T CRY, BABY, ERKINE HAWKINS 3. 3. IT CAN'T BE WRONG 4. 4. DON'T GET AROUND MUCH ANYMORE 5. 5. IT CAN'T BE WRONG 6. 6. LET'S BE LOVE 7. 7. PAPER DOLL 8. 8. OLD MISS JAXON 9. 9. FROM TWILIGHT 10. 10. DON'T GET AROUND MUCH ANYMORE

For information on the Leading Music Merchandise Records see the Record Buying Guide in the Music Merchandise Department of the coin machine section.



# War Luring Middle-Age Folk To Midwest Spasits, But Influx No Spur to Amity Business

CHICAGO, July 31.—The war is bringing an influx of older folk—in the 45- and up age bracket—into Midwest ballrooms, although dancers there have varied opinions as to why this trend has occurred.

Bill Karzas, of the Aragon and Trianon, here, contends that the dancers need more fun than war, which is the only thing, of the Merry Gardens here, maintains that middle-age folk need a place where they can meet their contemporaries. Taverns, bowling alleys and other amusements are practically all given over to younger persons, and that older folk like to forget their once in a while to enjoy themselves.

Rice's ballroom, for some years now has been working on a policy of giving the floor to the older one night a week (Friday) is designated as "Middle-Age Night." Karzas's ballrooms, which cater to the young crowd more particularly, have noted the mingling of age groups since the war.

The ballroom owners also differ on their ideas of prevailing dance trends here. Karzas contends that Chicagoans have been conservative and that even the new neighbor policy can't make rumba devotees out of the dancers here. Nor, for that matter, do they go any too far for Lawrence Welk's specialized polkas at the Trianon. In his opinion, the Fox-Trot and the waltz are still the prevailing favorites.

Rice, whose Merry Gardens was the first of the rumba craze in Chicago, claims that the Latin dance rhythms have come to stay, having permeated all dances, even the fox-trot. The rumba is not the fad here, he says, because there are no authentic rumba bands playing the Midwest today. Rice's summertime policy is a two-day-a-week program, with Guy Coby, of the National Band, and his band, taking the Friday and Wednesday nights, and Frank Snyder and his outfit playing for the older folk on the Wednesday night. The rumba, with square dances, are popular, with the younger taking part enthusiastically. "Right here," he says, "is where the draft, there's no dearth of men on the dance room floor, due to the healthy sprinkling of uniforms at night. Karzas also notes a preponderance of women on Tuesday and Thursday nights, while Rice sees no surplus of either sex.

## Both Name Bands Not Long Draw

Both men are agreed that name bands, while a one-night draw, do not hold out in the long stretch. Karzas plans only one name band a month, and Rice's intentions are under way now for Guy Lombardo for a month's run and Kay Kyser for a one-night stand in each dance hall. Lombardo was due to come into the Aragon some time back, but radio commercials hampered the deal.

Merrill Karzas is keeping his house

## Northwest Can't Get Names for "Money Or More Money"

SPokane, July 31.—Frank's Masters, who complete nine-and-a-half months at the Natatorium Park pavilion, is only the fourth name band to play Spokane for the summer season. Chas. Zanker, here, forth at Nat for several weeks previously, retired after Masters' engagement for the summer season.

Manager Louis Vogel reports name bands are scarce than hen's teeth in the Northwest this season, and his well-laid plans for featured bands all season were knocked into the well-known "No money, no money" category. "There's no money for more money," he says. However, the Nat is getting heavy patronage, thanks to its four-week broadcast over KSTP plus plugs thru free shows given at the military camps near by.

## WANT MUSICIANS

On all instruments for mixed Dixieland and swing combinations. Must be experienced, reliable, radio program, etc. Must be able to play all styles. Write to: "Wanted," Box 100, 1400 N. Main St., Portland, Ore. 100. No phone calls. Write only. Write to: "Wanted," Box 100, 1400 N. Main St., Portland, Ore. 100. No phone calls. Write only. Write to: "Wanted," Box 100, 1400 N. Main St., Portland, Ore. 100. No phone calls. Write only.

bands, Eddy Howard at the Aragon and Lawrence Welk at the Trianon. Howard is due to go out September 12, to be replaced by Buddy Franklin on a repeat visit. Howard returns to the Aragon to stay thru Christmas. Welk will remain at the Trianon until October 31, when he leaves to return for Christmas and remain thru the Lenten season of 1944. His fill-in successor has not yet been chosen.

Rice, whose ballroom has worked on the policy of building up house bands until they become popular, uses no percentage in using name bands, and prefers to keep his current aggregations through the winter.

The general upswing in amusement business since the war is not felt, however, in the ballrooms here. Business is spotty and in some places, a headache. Rice, who paints no rosy picture of the ballroom business today, contends that downtown business, taverns, bowling alleys and night baseball games have lured folk away from the ballrooms. "I don't see too much of a future in the waltz shift, with workers trying to get enough sleep before going back to work and not having the time to go to the business hard, although some of his customers are war workers who like to limber up before going to work in the waltz shift. But, in general, he maintains, the war has done the ballrooms no good.

## Richmond Opens Canteen

RICHMOND, Va., July 31.—Jake Kaminsky and orchestra are being featured at Richmond's new Parkside Lot Canteen for servicemen. Outdoor canteen, opened Tuesday (30), is free to servicemen and women every night from 8 to 11:30 p.m. Servicemen may bring their own food. Kaminsky, a former show business hard, although some of his customers are war workers who like to limber up before going to work in the waltz shift. But, in general, he maintains, the war has done the ballrooms no good.

## Chi Jam Session Backer Hopes For Early Frost; Hot Jazz Finds Heat Tough Competish

CHICAGO, July 31.—Regular Sunday afternoon jam sessions, project of a musically-minded local attorney, Albert Marks, are fighting a tough battle here between hot music and hot weather. So far, the heat has taken its toll, although, according to Marks, attendance at the concert—began in June—has averaged between 300 and 500 a session.

Sessions are held at the Hamilton Hotel, a downtown spot with a room temperature of about 70 degrees, and 100 persons. Hopes are high that overflow crowds will attend the concerts when the heat is less, and that the sessions are for a regular 60 or more gate.

So far, according to Marks, the concert has been in the evening, with union standing salaries, advertising and overhead eating up the profits. The concert, which is held at the Hamilton Hotel, the hotel keeping the drink consumption in exchange for low rental. The room is set up like a lounge, with small tables and 20 tables for eight set against the walls. There is no dancing and few jukebox attendants, those who do are segregated.

Marks does not use standard combos, but prefers a party of six, and Marks has had to play individual repeats, the not repeat combos more than once. The party of six includes: Bob Crum, Ray Walter, Muggsy Spanier, Pete Brown, Royce Brown, Red Saunders, Red Brown, and the Streator. Fred Henry Fort, Eddie Johnson, Marty Mar-

Reviews of orchestras playing hotels, night club and ballroom locations and ensembles.

## Johnny Long (Reviewed at Hotel New Yorker, New York)

THAT affable gent who is best known as the "left-handed fiddler"—he rarely plays his fiddle and leads his band right-handed—back for his annual stay at the New Yorker. Crowds there generally find his easy-going music easier to take than the swing stuff of most of the room's bandstand inhabitants and this time is no exception.

Nothing Long dishes out is in the ensemble side, but his air-organ presentation maintains a fairly high level. Balade and jumpers alternate with ballads in which the ensemble kicks it around vocally in the familiar style of the leader's shantytown pattern, and the lead club treatment applied to sentimental oldies like "Kiss Your Hand, Madame" still registers implicitly.

Gene Williams is the young baritone in charge of the heart-throb department and his Sinatra-Berky vocal mannerisms are helped by his youthful good looks. However, Williams lacks the maturity to vest his love lyrics with emotional impact.

Marilyn Day, new to these eyes and ears, sings either ball, alto, contralto, and, fortunately, has not adopted any of the sophisticated song-selling tricks her more experienced friends use. May Day sings in a clear, full voice, and when Long starts giving her the right kind of material, in 32 drums, and other plain-folk ditties, the gal is going to build a following all her own. Right now, the means little to the aggregation.

Ernie Crocker steps up from the rear section to sing the original Spanish and wins a tremendous round of applause from the dancers. Here is going to be long enough to ride to a two-week.

Elliott Grenner.

## Chi Jam Session Backer Hopes For Early Frost; Hot Jazz Finds Heat Tough Competish

CHICAGO, July 31.—Regular Sunday afternoon jam sessions, project of a musically-minded local attorney, Albert Marks, are fighting a tough battle here between hot music and hot weather. So far, the heat has taken its toll, although, according to Marks, attendance at the concert—began in June—has averaged between 300 and 500 a session.

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## 20% Tax Fight Still on Despite Treasury Letter

NEW YORK, July 31.—Despite the heavy-handed demands of the Treasury Department and received by band leaders here Monday (20), bottleneck tax has not been straightened out. Theater operators have failed to deduct commissions and have been refusing to compute tax because they claim the language of the Treasury Department's letter was less than explicit.

Letter states that money paid "specifically for traveling or other expenses incurred in the business of the employer" is not subject to withholding tax. Operators choose to interpret this to mean that band leaders who have been considered employers, claiming an employee cannot incur expenses. This would make the band leader the employer. Agencies have tossed the matter back on the lap of AFM and the union will approach the Treasury Department for a ruling that will iron out the kinks once and for all. AFM hopes to resolve this final ruling within the next week. However, it is understood that theater operators will stand pat until they decide their own ruling from Washington. Altho the main bottleneck has been cleared, it is still possible that the union has failed to take note of the Treasury Department's letter. The Plaza continued to withhold taxes from Larry Gray's gross income for this week.

## ON THE RECORDS

Reviews of the latest record releases. Paragraphs in heavy type are designed for operators. All-PT—All-PT. Voc. Now. V—Vocal. W—Waltz; VC—Vocal. C—Country; V—Vocal. R—Rhythm.

By M. H. ORDENKER.

## FREDDY MARTIN-ARTIE SHAW (All-10-1577)

Victor—All-PT. Voc. Now. W. Knead—PT. VC.

As anticipated when Columbia got the jump with the re-release of the Harry James-Frank Sinatra wing of the lush love lullaby, Victor has now hopped on the song-wagon for All or Nothing at All in bringing out a new and distinctive impression of the ballad. Building to major proportions in song popularity, the collection of the lush and polished rhythms adds to its growing importance. Martin adds it in light and medium tempo, with the master's own tenor sax in the soft and mellow style set off by the fiddles, opening up the slide. The full ensemble joins in, and the last half of the starting chorus is shared by solo sax section and solo muted trumpet. With full lyrical device, Clyde Rogers gives full meaning to the lyrics. The song is a hit, and the slide, Martin to the Martin side is an Artie Shaw side (See On the Records on page 47).

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## Equity, LNYT Renew Contract For Another Yr.

NEW YORK, July 31.—Equity council at meeting of July 27 authorized extension of basic agreement between legit union and League of New York Theaters for period of one year, effective September 1. Only stipulation is that LNYT agrees to open subject of increased minimum salaries for actors in event government regulations covering wages are changed.

Union hopes to get increase over current \$37.50 minimum, but A. E. spokesmen has not indicated what hike it expects.

Attorneys for the two groups met shortly to draw up extension of contract.

## No Pay-Go Problem For Legit Actors, According to AEA

### Most Members Surtaxable

NEW YORK, July 31.—Actors' Equity is not affected by pay-go tax adjustment which has been haunting AEA. The variety actor faces different problems, in the opinion of Walter Greza, national executive secretary of legit union.

"There is no such thing as independent actor in this country," said Greza. "Our members will merely pay the 20 per cent weekly equity tax, less, of course, personal exemptions. That at the end of the year they will claim on income tax returns those deductions usual in most peculiar to the theatrical profession."

In cases of most legit actors, he thinks, returns will call for additional tax payment in pay-go set-up unless no surplus into consideration.

"Naturally," he added, "a minority group may work only few weeks out of year may pay no tax or get a small refund or credit."

## Boston 'r. Miss,' \$7,800; Ilka Hefty \$4,500; Dream '43 Fall Sees 18 Shows Penciled In

BOSTON, July 31.—The boys and girls around the Hub's Rialto have suddenly awakened with a bang and are rubbing their palms in anticipation of the coming theater season. And it looks as tho all the spots will be knocked out of the records hung up last season, the biggest since long before Wall Street laid off its top late October. Last season 11 shows finally turned up between late August and late October, many of them, of course, before they had even begun before opening date. Everyone is boding his breath, afraid to make prophecies. And here and there can be heard words about the enormous dough to be made in the coming season.

At present the four Shubert houses have 18 shows in prospect, five for the Wilbur, three for the Shubert, two for the Plymouth and five for the Boston Opera House. In addition the Colonial is booked with three. The figures break down this way:

**COLONIAL**—The fourth Boston engagement of *Life With Father* begins August 30, with a three-week run planned. The Margaret Webster-Grove Hagger production of *Othello*, under Theater Guild auspices, gets under way September 20, with Paul Robeson, Jose Ferrer and Vito Marzulli in the same roles they played at the fondly remembered Cambridge Summer Theater production last season. Paul Robeson will step into the Colonial role in October in the revival of *Counselor-at-Law*.

**Shubert's First "Big Time"**  
SHUBERT.—The second August 30 opening will be the new Ed Wynn vehicle, *Big Time*, another Paul Ernst-Fred Finklehoff sponsored vaudeville revue. John

## BROADWAY RUNS

Performances to July 31 Include Dramatic Opened Perf.

Angel Street (Dolben)	Dec.	5,41	692
Astoria and Old Lady (Full-ton)	Jan.	31,01	1310
Dark Days (Belasco)	Edison		
	7-31		
Douglas, The (Lafayette)	Dec.	14,00	230
Edison	Jan.	31,01	232
Edison	Jan.	31,01	234
Edison	Jan.	31,01	236
Edison	Jan.	31,01	238
Edison	Jan.	31,01	240
Edison	Jan.	31,01	242
Edison	Jan.	31,01	244
Edison	Jan.	31,01	246
Edison	Jan.	31,01	248
Edison	Jan.	31,01	250
Edison	Jan.	31,01	252
Edison	Jan.	31,01	254
Edison	Jan.	31,01	256
Edison	Jan.	31,01	258
Edison	Jan.	31,01	260
Edison	Jan.	31,01	262
Edison	Jan.	31,01	264
Edison	Jan.	31,01	266
Edison	Jan.	31,01	268
Edison	Jan.	31,01	270
Edison	Jan.	31,01	272
Edison	Jan.	31,01	274
Edison	Jan.	31,01	276
Edison	Jan.	31,01	278
Edison	Jan.	31,01	280
Edison	Jan.	31,01	282
Edison	Jan.	31,01	284
Edison	Jan.	31,01	286
Edison	Jan.	31,01	288
Edison	Jan.	31,01	290
Edison	Jan.	31,01	292
Edison	Jan.	31,01	294
Edison	Jan.	31,01	296
Edison	Jan.	31,01	298
Edison	Jan.	31,01	300

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## Mgr. Prefers Charges Against Eddie Dowling

### Heller Claims Star Used Script During Several Performances

CLEVELAND, July 31.—Eddie Dowling faces charges, filed with Actors' Equity Association, that he violated professional ethics during appearance here week of July 19 at Hanna Theater in *The Petrified Forest*.

Saul Heller, producer of the Summer Drama Festival in which the play was presented, stated that the veteran actor had continued to read his lines in the second of the most dramatic scenes in the second act through several performances, despite fact that he had given his word he would not read from script.

The charge will be reviewed by Equity Council, with the possibility that the actor's \$1,000 salary for the week may be withheld, in total or in part.

What other penalty might be imposed, if any, is not known, for the case is hardly Equity's first and is without precedent, and thus is not covered specifically by Equity rules.

Dowling, after the final performance of *The Petrified Forest*, is said to "Equity," under the management's attitude. "He admitted he had taken portions of the script on stage and had read from them at various times."

"I did that," he explained, "because I am one actor who does not believe in taking coaching from the wings. If I am at all shaky in a part the opening night, I think it is much better to take a few lines of the script and, consulting them in some way, use them to refresh my memory. My only excuse for having done it is that I did it all before I came to Cleveland and the part came quite hard for me." He said, however, that he felt his performance was satisfactory.

Heller, in his statement, said he would be offered to delay the opening night of the play from Tuesday to Thursday when it was discovered in rehearsals that Dowling was not up to his second-act lines. Heller added that the actor assured him, however, that he would be prepared to go ahead with the part and would not have to read during the performances.

Walter Greza, assistant secretary of Equity, said, in connection with the case: "We would not expect to encounter such a thing with Mr. Dowling. Mr. Heller certainly has a right to petition for redress under his contract."

## Movie and Army Camps For National Barn Dance

CHICAGO, July 31.—A movie and a tour of the National Barn Dance, for the National Barn Dance gang, will, for late September. The gang, including Pat Buttram, Joe Pennington, Louis Bessie, and Scotty, Arkie, the Dinning Sisters and the Hoosier Hot Shots, will make a picture for Paramount titled *The National Barn Dance*. The picture, they say, will make personal appearances at a number of army camps.

six-piece orchestra was such an "unlawful objective" as Manager David T. Nederlander insisted that the theater needed no orchestra. Earlier rounds of the legal battle have been reported in detail in *The Billboard*.

Official notice of decision was served on union about two weeks ago, although the decision was prepared earlier. Union now has 80 days to file further action. Suits are being taken to determine grounds for an appeal to federal courts and ultimately to U. S. Supreme Court if necessary, inasmuch as theatrical labor leaders look upon the case as a key one.

Implications of the decision in current Petrillo warfare are fairly obvious, inasmuch as, if the attempt to hold onto a job declared unnecessary by a manager or employer is declared illegal, much of the AFL's entire case for holding onto jobs, let alone increasing employment, may collapse.

DETROIT, July 31.—Further legal moves are expected in battle of Shubert Lafayette Theater here, in which the theater officially won the last round when the Michigan Supreme Court handed down a decision on appeal against the Detroit Federation of Musicians. The court ruled that the union and affiliated craft, specifically the stagehands, could not engage in direct or indirect action to force an "unlawful labor objective."

In the court's opinion, the attempt to demand that this legitimate house use a

## USC "Eve of St. Mark" London Hit; Khalek Cast

LONDON, July 17.—Presented to the American forces by its author, Maxwell Anderson, *The Eve of St. Mark*, which hit play at the Cort, New York, had it's London premiere at the Scala Theater, where it received an enthusiastic audience of service men and women and their friends and notable guests, such as Lieut. Gen. Archibald Leckie, C. B. E., and the ambassador Anthony J. Biddle, Mr. John Winant, A. V. Alexander (First Lord of the British Admiralty), Admiral of the Fleet Sir Dudley Pound, the Chinese Ambassador Doctor Wellington Koo, gave players a rousing reception. Offered

on a lend-lease basis by the USO (European Contact and Operations Section) in association with the American Red Cross, *St. Mark* is to run for five nights a week for a month and admission is free to all service men and women of all nations (they are permitted to bring a friend). Tickets are procurable at the various USO headquarters and at the American Red Cross is paying the rental of the theater for the run of the play, while NSA (British counterpart of USO) has made it entirely satisfactory. Five of the cast are ex-professionals.

Castings was done personally by author Maxwell Anderson, who combed the army and navy for men who had sufficient talent and acting experience for the various roles. Result has been entirely satisfactory.

Pvt. Charles West is played by Sgt. Thomas Palmer, who gives a whale of a performance that brings the house down, while Virginia Chew (a girl of Cross girl) is a terrific bit as the girl friend, Lindsey Mae Harris, Abraham Knox, John Webb, Murray Sitzer and Gwen Gabrielle are others outstanding in a fine cast that certainly knows what it's all about. All are self-sufficient actors. There is, however, a woman stage manager, Lova Wakefield, of the American Red Cross, who is appearing in the near future *The Eve of St. Mark*, who was presented for public performances at a West End Theater.

## Pabst Theater Reopens in Oct.

MILWAUKEE, July 31.—Pabst Theater, closed 10 weeks ago, will reopen in October after repairs amounting to \$100,000 on the building. The weakened cast wall of the structure will be strengthened, the masonry rebuilt and the stage work patched.

Fred Pabst Sr., principal owner of the theater, had voluntarily closed it because of the war, but was not safe when cracks appeared in the balcony ceiling last May.

### "Junior Miss" Baffles

Meanwhile, *Junior Miss* continues to draw the crowds to the baffle the prophesies with steady business at the Colonial. (Seats 1,604. Seats: 85 cents to \$2.30.) Weeks ended July 31 and 10 were a good \$8,000 each. Attendance July 17 dropped to \$7,000; July 24, \$6,000 again. Week (See *Boston 'r. Miss'* on page 18)

# Myerberg vs. Equity; \$300 "Skin" Cast Picture Nick

## Maney Claims That It's a Fast One

NEW YORK, July 31.—Michael Myerberg's squawk against Equity over \$300 camera-mugging levy remains in status quo, with Prof. Herman A. Gray, of New York University Law School, acting as a one-man arbitration board for the American Arbitration Association.

Equity View, according to spokesman, is that Myerberg should have been aware of clarifying clause on photographing which was adopted by the union last March, to effect that cast may be held after a performance not more than three hours for such purpose without one-tenth of a week's pay accruing to each member. Myerberg held *Skin of Our Teeth* company for new

lobby and publicity photos from 11 p.m. to 4 a.m. when Miriam Hopkins and Dick Nagel entered cast last June.

Myerberg's beef, according to Conrad Maney, drum beater for Wilder opera, is that he wasn't informed of ruling.

"Equity claims it informed the League of New York Theaters about it," says Maney. "But Myerberg doesn't belong to that org. If we'd known anything about it, would we have held 'em over last week's three-hour limit when we could have got them back the next night for nothing? Anyhow, how come that the company deputy who was right there didn't tell us?"

It's all in the hands of Professor Gray now.

# "Room Service" Good Balto \$3,500; Fred Stone Current

BALTIMORE, July 31.—*Room Service*, starring Philip Lohb and Teddy Hart, grossed \$3,500 at the Maryland Theater when ended July 29, giving the performers a big week.

Press reviews were fair, giving particular praise to Lohb for his perfect acting.

Admission, popular price range, 50 cents to \$1.65.

This was second presentation of this play at the Maryland, the same play where it had its premier six years ago. Lohb and Hart were starred in

# "Sons o' Fun" Opens Philly Fall Season; Summer Take Okay

PHILADELPHIA, July 31.—Plans for a fine theatrical season this fall are taking shape, with a half dozen attractions ready for the starting weeks. New season officially gets under way with Orestes and Johnson's *Sons of Fun* at the Forrest Theater August 31. Ed Wynn's *Big Time* revue is inked in for a September 13 starting at the Locust Street Theater. Forrest is also ready to receive *Othello*, starring Paul Robeson, October 4.

Also figured on for the fall months are *The Patriots*, with Walter Hampden; a touring company of *Kiss and Tell*, and Noel Coward's *Billie*. Also in the mix are *Webb and Peggy Wood*. Possibilities include Betty Field in her husband Elmer Rice's *A New Life*, Katharine Cornell in *Loose and Friends*, and Owen Davis's *The Shark* was a *Boofum*.

Meanwhile, the town's first summer legions continue to live a lively pace with a full schedule ahead for August. Forrest has *The Eve of St. Mark* opening August 31; same night also bringing *Madam Coveney*, returning from films, to star in *The Romantic Young Lady*, a new play by G. Marjorie Stern, at the Bucks County Playhouse.

# 2 New Amusement Hurdles in Omaha

OMAHA, July 31.—Omaha's amusement industry is pondering probable effects of two newly passed ordinances. One declares a 10 p.m. curfew for all under 16 years of age, and another tightens the ordinance for night clubs, shows and the like on fire escapes, exits, etc., looking to the prevention of Boston's tragedy.

Theater men evidently are looking for no bounce back on 10 p.m. curfew since they threw their weight behind it. Juke joints and others, however, are doubtful. Few topics have already been up on the doubtful list as regards the fire prevention ordinance.

lobby and publicity photos from 11 p.m. to 4 a.m. when Miriam Hopkins and Dick Nagel entered cast last June.

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"Equity claims it informed the League of New York Theaters about it," says Maney. "But Myerberg doesn't belong to that org. If we'd known anything about it, would we have held 'em over last week's three-hour limit when we could have got them back the next night for nothing? Anyhow, how come that the company deputy who was right there didn't tell us?"

It's all in the hands of Professor Gray now.

premier showing and in its presentation

Fred Stone is in current offering at Maryland, *You Can't Take It With You*.

# "Run Little Chillun" Tests Via Camp Shows; Tryout Risks Reduced by Patriotic Gesture

NEW YORK, July 31.—New slant on Broadway show tryouts will be tested August 8 and 9, when *Run, Little Chillun* company treks to Camp Kilmer, N. J., to test Hal Johnson-Clarence Moore Negro folk play exclusively for khaki. Shows stands to bow in at Hudson August 11.

Break-in project is auspiced by USO-Camp Shows, Inc., which will bear all expenses of transporting scenery and company of 100. No musicians are required except couple of drummers. *Chillun* relies on choir of 50.

Producers Lew Cooper, Meyer Davis and George Jessel hold opinion this servicemen era will be better yardstick than regular road tryouts. Certainly, it's easier on bank roll with USO paying the freight.

*Chillun's* production cost runs to \$60, with Meyer Davis Theatrical Attractions furnishing \$7,500 for 15 per cent and Jessel \$2,500 for another 5 per cent. Other backers list Martin J. Desmond, 10 per cent; Gladys Olbrach, 5 per cent; Joseph L. Mailman, 5 per cent; Sam Acker, 5 per cent; Al Paul, 5 per cent; Milton Hale, 5 per cent; Leonora Morris, 4 per cent; Elliot A. Daitz, 2 per cent; Abner Goldstone, 2

# Glasgow Paper in Plea for "Weary Trouper" Lodging

LONDON, July 24.—English performers are having the same trouble as American entertainers in finding hotel and restaurant accommodations on the road.

The Performer, official organ of the Variety Artists' Federation, quotes *The Glasgow Sunday Mail's* recent open letter to Scots landladies in which they are urged to give special consideration to the needs of performers seeking "digs" (lodgings).

The *Mail* reminds the landladies that, during peacetime, they were glad to have the trade of professional entertainers. Then war came. Demand for lodgings grew; your weekly charges rose—and along came the munitions workers and the officers of the services. A few of you remained faithful to the theatrical profession, but many others immediately turned them away. . . . That's why today artists are to be seen wearily trekking around city tenements and other apartments, often finding the theater dressing rooms or the police cells their only place of accommodation.

"One thing you forget. Entertainment is an essential contribution to the war effort, and performers must be catered for. They are just as much war workers as the munition people and the naval officers."

# "Jr. Miss" Opens Allentown Legit Season Sept. 27

per cent; John W. Woods, 2 per cent, and Grace F. Green, 1 per cent.

ALLENTOWN, Pa., July 31.—This Eastern Pennsylvania community will get a taste of big-time legit next season with the opening of the first subscription series of the newly organized Lyric Theater.

Figuring on a Monday one-nighter for five plays, Guild was organized by Manuel Davis, manager of the Lyric Theater, which will house the production. The scale ranges from \$3.50 to \$11 for the season. Already booked in are *Junior Miss* (September 27), *Artemis and Old Lace* (October 18) and *Forty and Bess* (November 15), with two plays to be set.

A regular movie house, Lyric has been lighting up its stage each season on Friday and Saturday for the touring big-league units, and now adds real tone to its operating schedule with legit fare.

# Springfield Fall Bookings Indicate Top Season; Include "Porgy," "Corn," "Kiss and Tell"

SPRINGFIELD, Mass., July 31.—Despite wartime conditions, local legit scene for the fall and winter figures to be one of the best in years. Bookings thus far already look brighter than last year, according to Milton Hale, executive secretary of the Playgoers of Springfield.

Definitive slate of fall attractions to appear here, said Hale, include *Porgy and Bess*, *The Corn Is Green*, *The Great Waltz*, *Kiss and Tell*, *Life with Father*, *Junior Miss*, *Artemis and Old Lace*, *Spirit and Gilbert and Sullivan* operettas by the Boston Opera Company. "Apparently," he added, "the booking offices realize that this show must go on."

Hale turned in his resignation, effec-

tive at once, due to his induction yesterday into the army. His successor will be chosen shortly. It was announced at a special meeting at which only 12 of the 97 members appeared.

New prey of the organization is Alfred B. Adams, Jr., who has been with Preston and William Taylor, vice-presidents; Wallace V. Camp, treasurer, and Harold D. Leslie, clerk. Executive committee includes the office attorneys Frederick Kingsbury and Norman Wallace.

Annual meeting also strengthened out number of not having filed the new corporate title of group. Everything's legal now.

# Philly Opera Takes "Porgy & Bess" Stager

PHILADELPHIA, July 31.—Setting a precedent, the Philadelphia Opera Company has gone to Broadway for a new stage director, Robert Ross, whose director of the *Porgy and Bess* revival won him special distinction. Ross joins the opera company as it is preparing for the busiest season in its history—a two-week engagement at the Elmer Theater, legit house. It also has pre-destined booking, with more than 100 tour engagements.

Ross, who directed the *Oliver-Leigh* *Romeo and Juliet* and was once a member of *Eva Le Gall* and *George Repertory* Theater in New York, assumes his new post free of the influence of the traditions and conventions of the "orthodox" opera house in bringing in a director schooled in Broadway ways, opera company expects Ross to put the pace and drama into the staging of the Philadelphia group's productions familiar in legit.

# BOSTON "JR. MISS"

(Continued from page 17)

ended July 31 dipped slightly to \$7,800. Wednesday matinee, with 91 top, have played 100 shows, capacity, with \$1,000 in the till after nearly every afternoon show. These grosses are slightly below those drawn by *My Sister Elvira* last season, but they are still plenty good.

Cambridge Summer Theater has done pretty well, too. (Seats 400. Scale: 65 cents to \$1.65). Dorothy Mackall drew \$2,000 in Personal Appearance, the week ended July 10. Front page, with William Harrigan, dropped to about \$2,000 the following week. *Phantom* tipped the scales way over in *Biography*, hauling a hefty \$4,500 (with extra matinee) for the week ended July 24. Erin O'Brien-Moore was fair in *Ladies in Uniform*, hitting about \$2,250 for stanzas ending the month.

# The World's Foremost Amusement Weekly

Founded in 1894 by W. H. Donaldson  
E. W. Evans, President and Treasurer  
R. S. Atteridge, Jr., Vice-President  
W. D. Littlefield, Secretary

Joseph Cida, Eastern General Manager  
C. J. Latach, Western General Manager  
B. A. Burns, Circulation Manager

Publication Office: 25-27 Opera Place,  
Cincinnati 1, O. Phone: MAin 5506.

EDITORS: Claude R. Ellis, Outdoor; Leonard  
T. Latach, Editor; W. H. Ward, Assistant  
Machine.

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England—Edward Gares, Cromwell House,  
London Place, London, W. C. 1.

Australia—John Tattersall, Tattersall's  
Building, 198 Pitt Street, Sydney.

ADVERTISING RATES: Fifty cents per page  
line, 37 per column inch. Full page,  
\$350; Half page, \$175; Quarter page,  
\$87.50. No display advertisement meas-  
urements under 10 lines accepted.

Member of Audit Bureau of Circulations.

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tions: \$4 for six months, \$7.50 per year,  
\$12.50 for three years, \$13.50 for three  
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Communications to 155 North Clark Street, Chicago 1, Ill.

## Clubs, Specials Expected to Hyp Chi Fall Season

CHICAGO, July 31.—As the coming into the Chicago area this fall can look forward to plenty of club date work. Local bookers, scanning the market for talent, already see a boom in club date business in the coming year, due to big conventions business scheduled here, as well as "E" award dates, war plant employee parties and post-war planning meetings. Later, it is believed here, will swell the already large convention bookings. Current happy war news is evidently influencing many producers to start mapping out sales campaigns and other projects for the post-war era. Such planning, say bookers, will bring parties to town and club date possibilities are good.

Present estimates put the coming year's convention business here at between 600-800 conventions despite wartime travel and food restrictions. Local hotel men sooth the rumor that lack of food will hurt convention business. They claim that there's plenty of food, even if the variety is not as great as in pre-war days.

Biggest headache here is still the lack of good comedy and novelty talent. In demand for comedians, Gypsy acts, too, are wanted. Dates set already are way up, and the salaries have risen from 20 to 25 per cent above last year. The rise in living costs has influenced club date salaries considerably, too. It has not altered agents' commissions and fees. Many rumors are afloat that agents frown on too many "E" award parties, bookers here look for an upswing in such celebrations.

## Acts Want More Dough To Take Care of Withholding Tax Nick

### But Expense Deductions May End Hike Requests

NEW YORK, July 31.—The 20 per cent withholding tax, besides giving show business plenty of legal headaches, has resulted in performer demands for salary hikes to take care of the pay-go levy.

Nearly all agencies are being plagued by wage increases, and many have been successful. However, many cafe and lounge operators are still resisting these requests, pointing out that business under the new tax set-up hasn't increased. The unions, too, are holding the line. Means installments on the annual income impost. The demands have been especially heavy in out-of-town spots.

While this practice is contrary to the spirit of the salary stabilization legislation, performers are within their legal rights in asking more coin, since the Salary Stabilization Board has for its own purposes classified acts as independent contractors and therefore not subject to stabilization.

If that line were followed all the way, that withholding taxes couldn't be deducted, but the Treasury Department thinks otherwise. It has ordered the line not taken out of performers' pay checks. Theaters and cafes are complying, fearful that they may be hit for the full amount if they didn't make the cut.

In the meantime the entire mess is in the way toward partial settlement. The American Guild of Variety Artists has received word from the Treasury Department that expenses may be deducted before the pay-go nick is applied. Mortimer Rosenthal, AGVA's national counsel, has therefore devised this plan: For deductions: all agency expense (10 per cent) to bookings (10 per cent), involved, 5 per cent additional for a booking office, 10 per cent additional for a booking office, 10 per cent additional for a booking office, 10 per cent for performers earning up to \$10,000 and 5 per cent if salary is \$10,001 to \$20,000. The 10 per cent living expenses if the act maintains a home outside

## Army Men, Attention! Here's How to Get The Billboard Every Week— Free

A RECENT SURVEY reveals that 11 Day Rooms in as many Army Air Force units at Kearney, Neb., are receiving copies of *The Billboard* each week. They include the 26th, 27th, 28th, 29th and 30th Squadrons, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 151st, 152nd, 153rd, 154th, 155th, 156th, 157th, 158th, 159th, 160th, 161st, 162nd, 163rd, 164th, 165th, 166th, 167th, 168th, 169th, 170th, 171st, 172nd, 173rd, 174th, 175th, 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## NIGHT CLUB REVIEWS

**Nat D. Rodgers**  
Tutwiler Hotel, Birmingham, Ala.



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## FLORENCE

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New York

### Sensational Month

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### Sensational Month



## Strand, New York

(Reviewed Thursday Evening, July 29)

LAYOUT makes for a good blend of vaude, with Jesse Kaye again introducing new talent to compensate for the booking of vaude staples such as Harry Richman. Stage bill paired with Younger Profession should give house a good session at the box office. The party got off to a good start, with final show opening day producing nearly a full house.

Richman, still a master song seller,

had no trouble in establishing himself with Mr. Bluebird, following with Wing an a Prayer, a medley of songs, and another of songs he helped popularize. Reception and exit were good. Making their vaude bow are Three Suns (electric organ, guitar and accordion), who are permanently stationed at the Piondilly Hotel Circus Lounge, and who popularized themselves with frequent air shots. They give off a fine

brand of music, with the organist displaying a pleasing baritone, but selection of songs could have been infinitely better. They did well, tho.

The Great Balantine, who vaunders in this area, does a great job of kidding magic acts. Has all the paraphernalia that accompanies magicians, but never completes a trick. Instead, he rubs the professor with a clever line of patter which got a lot of laughs and which produced a good laugh.

Rest of the bill has the Fredynons, five men and a gal, with an excellent assortment of teeterboard tricks. Low, Hite and Stanley, and Raye and Naldi, last named executing some superb ballroom routines to the accompaniment of two pianos.

Low, Hite and Stanley, altho on the boards for many years, are virtually a new act, having obtained a new regulation-size male and displaying a new set of routines. The three-sized guy, and the lower case performer still get the bulk of the laughs. Highlight of their offering is their take-off on the Andrews Sisters, doing pantomime with record accompaniment. The trio has worked out an excellent routine and bowed off to a superior hand.

Joe Cohen.

## Something To Remember!

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## ABE GORE

P.S. Just signed a run-  
of-the-play contract

with ANN NICHOLS' "ABIE'S IRISH ROSE"

Currently at Shubert's Lafayette Theater,  
Dobler, Mich.Thanks to Messrs. Alfred White, Albert Cohen  
and Robert Leonard  
Also to Lew and Al Bagen, of Baltimore, Md.

## VAUDEVILLE REVIEWS

Nothing at All. This is the one time Hampton's band comes off the high-tension swing wire to play sweet, and they handle it alacry.

But the show pivots on Hampton, who was doing his yesterday and today and should his big b. o. by the week's end.

The show is coupled with a second run of Laurel and Hardy comedy, Air Raid Wardens.

Frank P. Gill.

## Earle, Philadelphia

(Reviewed Friday Afternoon, July 30)

House goes scurping at the bottom of the barrel, coming up with a trio of old-timers who are more or less sure to make success. For the band, it's a new-comer, as far as local acts are concerned.

It is left almost entirely to the Three Stooges to pull the chestnuts out of the fire, and that is exactly what the three vets at mayhem and madhouse almost accomplish. In their traditional stodge frocks, the three Merry Men run thru their same and standard nonsensical routine to riotous returns.

One of the "Three Stooges" is "The Little Rascal" sobriquet belongs to an earlier generation, has geared his act for more intelligent routines than water and as this. Moreover, he gets his singing back to way-back-when in his chosen music. Even so, it is a pity to have a ditty of a decade ago. Hardy a juve, and wearing a hat while singing to his wife, Edwards delivers four songs, getting in a lick of his one-time scat-and-growl singing, which also takes his efforts back to celluloid collars and button-downs. How lowdown bill name, Joe Freiser, not seen here since sister Cherry was along, is spotted too early in the show and has not been full in warming up the house to her cute and juvenile antics. Singing of Murder, de see, do start, doesn't start. Once she gets the stock patter about Hollywood out of the way, she moves along nicely with a rhythmic tap routine, and finally wins 'em over with her (and still in sweater) scro dance dolly.

Dick Rogers is the hand filler, and while the musicianship of the crew is in top order, the maestro fails to impress. Playing away from the roots and with his back to the audience, Rogers does piano-piano, even while elating the five ditties, invites the house to sing against him.

Band fills in with three jump tunes, but has its best moments when hand canary Margaret Wood, winsome lassie with a thin voice, comes on for a brace of ballads.

House well filled at late afternoon show caught. Follies Girl on screen.

Maurice Crocencier.

## Warfield, San Francisco

(Reviewed Thursday Evening, July 29)

The parodies of Cross and Dunn, Walt Roemer's orchestra, and several good comedy acts top the bill.

Holding down the next-to-closing spot are those seasoned performers, Cross and Dunn, whose lyrics, set to many of the popular tunes of the day in a medley jumble, are a wonderful bit of (See VAUDEVILLE REVIEWS on opposite page)

## Oriental, Chicago

(Reviewed Saturday Afternoon, July 31)

Pace, versatility and solid sending combine to make Lionel Hampton's show here a sock seller. Noisy and flash, the 45-minute bill never lets up. There are no intros, no build-ups to break the speed of the show which climaxes fast to a terrific climax with Hampton, as the focal point. It's Hampton and his boys all the way.

He sells without effort or ballyhoo and appears not only as leader but as pianist, drummer and xylophonist and puts each over with a bang. He breaks into Milt. Buckner's boogie-woogie piano, which clicks on its own—to play a hot obligato on the ivories, stopping the show, then taking a fast workout on the drums, ending with the xylophone and a drum finale, joined by the band in his own composition, "Flyin' Home." This number works up a fine frenzy that has the joint jumpin' by curtain time.

Beside Hampton and the members of his band, the featured acts fall somewhat flat, altho Canfield and Lewis provide some very funny comedy and "Big Time Crisp," the once-legged dancer goes over with the crowd. Gus and Harryette, in fast tap routines, and singers Joe Williams and Dinah Washington add their bit to the rhythmic fun. The last two are joined by Muriel Knox, former usherette at this house, now with Hampton, in a nice arrangement of All or

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and BABY"A NEW JAZZ-ORIENTED  
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Walt Roemer, Walter Pior, Joe the Duke, Ralph, etc.

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# AGENCY CLOSATION NAMES

## Full Vaude Week For Temple, Jax

NEW YORK, July 31.—Temple Theatre, Jacksonville, Fla., is to start as a full-week vaude stand Wednesday (4), with Eddie Smith heading. House is operated as part of the Spauld-Parmount chain by John Van Arman, of the Florida State Theater Corporation. The new vaude had previously been booking T. D. Kemp units.

The vaude try is experimental and if successful may extend to other houses on the circuit.

Initial bill will include Ralph Fielder and Harriet and Demar and Denise, with Aunt Jeannina to follow on the next layout.

## Stiff License Fee Hits Springfield, Ill., Nitory Field

SPRINGFIELD, Ill., July 31.—Glenham Gardens, oldest night club in Central Illinois, has been closed by Roy Bowman, of the State Police, because of a stiff license fee. The club had been closed for a week.

Woman felt business conditions outlook did not warrant continuance under the newly adopted Sangamon County board of supervisors ruling setting a \$1,200 per year license for night clubs, a tilt of \$800 from previous years. Other contributing factors were the shortage of power and the increasing difficulty in obtaining liquor.

Three other night clubs in the county are reported considering closing. They are the Lake Club, largest nightclub in the State outside of Chicago and Collinsville; the Club Rio and the Continental, two medium-sized nightclubs.

The license fee of \$1,200 permits operation of the clubs seven nights a week until 4:30 a.m., while the \$200 license for taverns in the county permits operation until 2 a.m. Licenses within the limits of the city of Springfield must close at 1 a.m. daily.

## This One Gets 'Em!

CHICAGO, July 31.—Jack Irving, Midwest head of the American Guild of Variety Artists, has found a way of stopping the belligerent acts who come up to the local AGVA office to complain about the 20 per cent tax on boxing tax. He plastered his office walls with current war headlines and the salies, and when no other explanation helps, he points to the blasting war news and tells the acts that they are paying it for the fighting, that usually ends the controversy.

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## Cafes Starved by Beer Shortage; Army Order of 15% of Output Cuts Deeply Into Civvy Supply

NEW YORK, July 31.—Local cafes and nightclubs are already experiencing difficulties in getting sufficient amounts of beer. Deliveries from breweries have been curtailed and further cuts in the normal supply are expected, as the War Food Administration has announced that brewers would have to allot 15 per cent of their output to 3.2 beer for consumption by the armed forces.

At the same time the WFA ordered that no fruits or berries may be converted to liquor. This means the end of production of blackberry cordials, applejacks, sloe gin and apricot and peach brandies.

Wine production is untouched in the new order.

There is, however, an escape clause in the order. WFA allowed conversion to liquor if the fruit or berries are unfit for human consumption and if no other market exists for these products.

However, improvement in the shipping situation is expected, and hence a sharp rise in imports. West Indian products

can be brought into this country with greater frequency now that the U-boat toll in the Atlantic has been lessened.

Some relief in the beer situation is expected in the fall when the new grain crop is harvested.

The army demand for beer has been so great that it has been forced to build breweries behind the fighting lines. One such brewery in North Africa changed hands several times when the fighting was thickest, but was unharmed despite the fact that everything else in sight was shelled into rubble.

Many breweries have already started 3.2 production for the army, as demand for that product has been great. Legislation forbids the sale of anything stronger in camps, consequently many troops abroad haven't been able to get the stuff in post exchanges for many months. Beer of that low alcoholic content cannot be obtained for manufacture abroad, consequently the beer has to be shipped from this country.

## First S. W. Pacific USO Unit Back From 25,000-Mile Tour Bombed Frequently

HOLLYWOOD, July 31.—The Hollywood contingent of the USO-Camp Shows, Inc., Unit No. 1, the first unit to play the Southwest Pacific war theater, has returned here after a tour of 25,000 miles that included 10 months of touring out of this country seven months and put on more than 200 shows. Most of the men plan to return overseas after a brief rest.

Arriving here were Harry Mendoza, Bobby Gilbert, Pat Lane, and Barney Grant. They were members of the unit with John Fogarty, George Prentiss, Bob Bishop, Stan Kavanagh, Bobby Del Rio, Peter Kova, George Blalock, and Ralph Kirkhart.

With Lane enacting and doing sufficient monolog to be included as an act, the show ran about two hours and 30 minutes. Those forced to remain at the battle stations generally saw the show when it was repeated in the neighborhood a day or two later.

**Bombings Frequent**  
Unit 1 traveled by train, boat, planes and jeeps to put on shows in comfortable theaters, stop trucks with impromptu shows and p. a. systems, and the deep-end jungle. Bombings frequently interrupted shows, with the actors dashing for the "nearest oil trench, while Japanese strafed and bombarded the area. Mendoza missed a piece of shrapnel by 18 inches. Several others also came close to getting hit.

Actors looked upon the attacks as part of the day's work. In addition to the bombings, alerts were no common that one of the stock gags the manager was using when the alarm sounded was, "Now I'm going to do my best trick—make myself disappear." A mud rash for the fox hole followed.

At one time the show was given in a jungle with a row of men stationed with their backs to the stage and in a circle that completely enveloped the show area. Actors were informed following the show that the men had been placed there to protect the unit from Jap snipers.

Members of the troupe wore G. I. clothes while traveling but performed in civilian clothes. So much of an oddity were their "elms" that on frequent occasions, soldiers came backstage and said "try on the coats" "just to see how it felt."

While in Australia, Mendoza met Will Mahoney and Bob Geraghty, well known

in the States. Farnell, or the Tivoli Circuit, invited the actors to return to play Australian theaters following the war.

Mendoza says that overseas shows will do much to return vaudeville to the popularity and prestige it once held. Many of the soldiers in the Southwest Pacific had never seen a vaudeville show, and their first question was, "What is it like?"

## VAUDEVILLE REVIEWS

(Continued from opposite page)

nonense. They get across every word of their funny ditties. Stopped the show.

Also well liked is the zappa dance team of Holmes and Jenn. Holmes is the boy who smokes like a chimney, and the long-legged Jean is a clever dancer. "Red" Johnson gags and juggles, doing the inevitable trick of losing hats out to the audience and having them find back and caught expertly on his head. The Klenettes, three pretty girls on unicycles, ride well and far away. Freddie Doo does limitations of babies, doghairs and streamlined trains, and does a sum all. His gag is a French second.

For some reason, Roemer's rock

## Cafe Runs Cut With Frequent Show Changes

### Ad Budgets Increased

NEW YORK, July 31.—Unavailability of headlines is giving class night club operators plenty of headaches these days. Aside from losing out in the office, the operators are forced to spend more dough because of the change of shows.

Most name acts today can't be tied up for too long a term because cafes all over the country are crying for sensations with box-office value. Again USO demands, and the fact that many ex on call by film studios and for radio programs further tends to accentuate the shortage of headlines.

Another factor causing the rapid turnover of name acts is the necessity of many performers to remain in one spot for too long, fearing they may wear out their welcome. Many feel that a week or two at one spot gives safe operators the maximum takes. New York dates are the exception, however, as most would prefer to stay in one spot here indefinitely.

In many cases, agencies rather than the acts or cafe owners pre-determine the length of engagement. With so many demands for attractions, the offices often ration the playing time of the topnotchers in an effort to satisfy all their clients with the limited number of headlines available. There has been little complaint from anyone on that method of distribution.

The seasonal change in names has caused operators to increase their advertising budgets. The spots take out some \$100 a week for a few days, before a new headline comes in. This increased space mounts up considerably.

Most first night returns, however, compensate for increased lease when capacity crowds turn out.

Spots like the Copsteads and the Ribiccas have been especially bothered. There has been a new headline in these rooms practically every two weeks since the beginning of spring. This condition may continue through the summer.

These places will probably have a huge sigh of relief when the winter season starts and when names of the caliber of Joe B. Lewis, Sophie Tucker, Jimmy Durante and others will remain long enough to give the owners time to attend to things other than buying talent.

switched from classical-popular to live, which didn't hit off so well with the audience. The Helene Hughes Girls, in pretty new costumes, did a dance salute to George M. Cohan to Orpheus in Swing, Big, Cowboy From Manhattan.

Edward Mergel

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Newest

and  
Exceptional  
Sensation

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**Continental Acro Funsters**

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NEW YORK  
Exclusive Management **ABE FEINBERG** 1600 BROADWAY NEW YORK

## Femme Units Prove Top Biz Getters for Pick Chain; Spends 90G Since Jan. 1

CHICAGO, July 30.—All-girl cocktail combos are top choice in lounges of the Pick Hotel Corporation chain of 15 hotels, according to J. B. Moss, talent booker for the chain.

Popularly stems from the large transient male clientele attracted to the lounges by girl combos. The chain tries to include a girl in all combos, and vocally versatile girls are top draws, Moss said.

### Big Spender

Since January 1 the chain has spent \$90,000 on talent which, according to Moss, isn't hard to get, but is expensive especially since the 20 per cent withholding tax has upped prices of combos. Chain withholds tax from salaries after deductions for local union dues and agents' commissions. This is found the most satisfactory way of dealing with the new problem.

Moss emphasized necessity for versatility in combos, thereby increasing the entertainment value of acts. The Pick chain clientele seem to like parodies and modern novelty tunes best. Latin combos do fast in three lounges unless they can alternate with sweet and swing.

Click Combos Can Get 39 Weeks  
Combos are paid according to their worth, not by any fixed scale. They get

an opening two-week contract, with an option after the first week. If they can deliver future contracts can run anywhere from three to four weeks up to six to nine months. Popular units usually stay on the circuit for six months or more and may play more than one repeat. Transients, Moss said, get to like certain units and such combos prove a draw everywhere on the chain.

Housing shortages in several major cities where the chain has hotels has not so far interfered with accommodation for the units and the chain pays no bonus for acts in defense centers. Since policy forbids acts living where they work, the chain usually arranges with another hotel to provide rooms for the acts at a special rate and tries, as much as possible, to keep the rooms for succeeding units.

## Off the Cuff

EAST:  
DON SEAT QUINETTE has started at the Hillcrest Hotel, Toledo.

ANGIE BOND TRIO is new at the 800 Club, Atlantic City. . . FRANK VICTOR ORK is down for the Midway Musical Bar, Philadelphia, starting August 9.

BOBBY MARTIN started Friday (30) at Pete & Don's, Newark, N. J.

THREE CHOCOLATES, together with Sugar Hill Quartet, hold until September 12 at the Biltmore Hotel, Wildwood, N. J.

MIKE BARKER is on a two-week date at the Atlantic, Brooklyn. . . MADELYN CASSIDY is new at the Fifth Street Hotel, Hanford, Pa.

ALBERT HARRIS has signed a management contract with General Amusement Corporation. . . TOMMY EDWARDS is the singer at the Bealton Hotel, Wilkes-Barre, Pa.

DAVE ROBERTS TRIO is at the Copacabana, Newark, N. J., on a contract calling for a nine-month engagement. . . J. C. JOHNNIE TRIO is a holdover at the Victoria Hotel, New York. . . ART TATUM goes into the Three Deuces, New York, August 17 for eight weeks.

DOT AND DASH are August 1 starters at Jack Dempsey's, New York. . . McNAMARA'S BAND, signed for the Shelton Hotel, New York, for the duration, take a 12-week leave in September for a round of the Pick Hotels and then return to the regular stand. . . MARY NEVILLE COLLIER, piano and songs, into the Marins Hotel, Utes, N. Y.

WOODY KIRK AND PENNY PARKER are due at the Silver Ball, Newark, N. J., August 2. . . AL BARRY is current at the Music Bar,

## PROFILES



AUDREY THOMAS  
and  
ADA FARREN

A top-notch piano and singing team specializing in double harmony numbers, include a full repertoire of popular and standard songs.

Audrey Thomas was a child road star in New York. Ada Farren appeared at Mike Todd's Dancing Campus at the World's Fair before teaming up with her present partner. Girls are known as the "Two Sweethearts of Song," and are handled by Jean Rose, of the Mike Special office, New York.

Schenectady, N. Y. . . DON CARALERO has signed with Frederick Bros.

### MIDWEST:

FOUR BLIND MICE (blind boys) currently at Club Detour, Chicago. . . AL DUKE in a switch from Lipp's Lower Level to Royal Bowl, Chgo, July 27; Johnny Gibbs continues at Lipp's, now in his fourth month. . . JULES AND WEBB, male duo, wound up at Park Plaza, St. Louis, Saturday (31) and opened August 2 at Fort Meigs Hotel, Toledo. . . BOB MAHAR'S Three of Us opening at Chicago's Rupprecht. . . HAP WILLIAMS TRIO move from Chicago's Town Casino to the Admiral. . . JEAN BARGY, daughter of Roy Barry, goes into Club Shiuette, Chicago, August 2. . . BILLY MOORE TRIO set for Beachcomber, Omaha, October 7 for a four-weeker. . . LOUWELL-MORGAN TRIO currently at Club's, Cleveland.

PHIL SHELLEY off to New York on Monday to be on hand when Maurice Monaco opens his live weeker at the Roky Theater. Also intends spending time with Three Bits of Rhythm now in fourth week at Manhattan's Dixie Hotel.

waitress when Flowers went in, now requires two bartenders and five waitresses, in addition to having Clarence Baker's wife, father and mother helping out. His mother, incidentally, is manager since he left for the army a few weeks ago.

**S** stands for "special" personal representation for your unit. Write today for full details. **MIKE SPECIAL** 28 West 46th St. New York, N. Y.

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**S** **DON SEAT** Quintette 4 Men and a Girl.

**S** SIX YOUTHFUL DYNAMOS **Jerry Montana** and his Versatile Orchestra

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**S** A Must on Your List **FAT TRAVERS** and **THE MEN ABOUT TOWN**



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## Detroit War Workers Prefer Class Lounges to Ritzy Clubs

Piano Singles Pack 'Em In

DETROIT, July 31.—The swift rise of smaller units and especially piano singles in local cocktail lounges within the past year has been one of the minor epics of the Motor City's change-over to war production. Class bars have sprung up all over town, many of the stage-bar type, despite the threatening liquor shortage and other operating problems.

An outstanding reason for the success of these smaller spots is that they appear to be swank without becoming snooty. Most war workers, coming in with plenty of money, usually duck the ultra-ritzy spots. Patronage at the big swank clubs has consisted of the executive class in recent months. But the average war worker wants something of the same atmosphere and has turned to the cocktail lounge as the ideal spot.

Entertainment can be at a minimum, but it must be good, and when the man-

ager finds an individual artist that appeals to the local patronage his fortune is made.

### Flowers Rise Typical

Typical of the trend of Pat Flowers, sepi piano artist, now going into his 18th week at Baker's Bar. Spot is a class North End lounge, in one of the city's best residential neighborhoods. Patronage includes better paid war workers, the swank younger set and many professional and business people.

Up until Flowers' debut the top budget was a \$40 piano player. Flowers went in, booked thru the Debridge & Gorrell Office, for \$50 on a two-week contract and he's still there.

Growing big has necessitated spot booking called three times and now seats 145.

Baker's Bar had one bartender and one





# HEAVY BATTLE TO STEEM

## Roxy 85G With Boswell, Morgan, "Weather"; MH 10G Lead Stem; Spitalny Strong in Sixth Week

NEW YORK.—Broadway vaudeville is coasting along comfortably after last week's batch of openings, all of which displayed unusual strength, and are expected to continue strong for some seasons to come. Happen'tly didn't bother the box offices too much, as all houses are going along with above-par takes.

The Paramount (3,664 seats, \$55,487 house average), going into the sixth week of Mitch Ayres' act, the Andrews Sisters and Dixie, is set to sag to \$40,000, which is very good for a layout with that much time behind it. Prior etanna hooked a fine \$50,000, with previous legs getting \$50,000, \$46,000, \$72,000 and \$65,000.

The Strand (2,758 seats, \$39,284 house average), heading into the second inning of Constant Nymph, Carmen Cavallaro, Connie Haynes and Perry Como, is working up to a strong \$50,000 after receiving a hot \$58,500 for its opener.

The Roxy (5,835 seats, \$50,067 house average) is continuing with its second take of Stormy Weather, Connie Boswell, Russ Morgan and Ray Engle, and is likely to hit a heavy \$85,000 to follow the bullish \$90,000 collected for the opener. Theatrical stretch with the bill started management to hold the show another week, but a substitute will have to be found for Russ Morgan, who wouldn't get out of a previous commitment for the Earle, Philadelphia. Rest of the bill will remain as is.

The Capitol (4,677 seats), in the sixth week of Phil Spitalny's act and Miss Door Centime, is continuing with territory takes, expecting \$55,000 after polishing off \$60,000 for its fourth season. The combo will stay eight weeks and will be followed by Horace Heidt's act. Previous weeks' collections were \$68,000, \$74,000, \$84,000 and \$70,000.

Radio City Music Hall (6,200 seats, \$65,452 house average), entering the second rubber of Mr. Lucky and stage bill with Don Cosentino's Choir, is heading toward a huge \$110,000 after exceeding

## Lyman Hot 19G in Milw. Despite Roy Rogers Opposition

MILWAUKEE, July 31.—Despite opposition of Roy Rogers' band, a p. a. at Wisconsin Theater here from Sunday through Saturday, Abe Lyman and his unit rang up a solid 19G at the Riverside (house and ticket \$15,000). Pic was Young and Willing.

After Rogers' terrific 28G week at Chicago's Oriental last week, expectations were that appearance here would hurt the Riverside crowds. Spotted in a theater which hasn't played flesh for a conch's age and going on without band or outside acts, however, Lyman drew plenty of kids for afternoon sessions, but adult patronage fell off for evening shows. Did a satisfactory but not a terrific job. Two feature pics, *Song of Franz and An* (pointing in Berlin, plus a Mope-Crooby chort also were on the bill. The 2,700-seat house was scaled at 30 and 90 cents.

**Hal**  
**HAWLAND**

"Choppers With Poppers"

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itself with a fine \$130,000 for its initial stint.

Lowe's State (3,327 seats, \$22,850 house average), now with Harry Richmond, Ray and Heidi and Youngest Profession, is in position to collect around \$27,000. Last week, with Jackie Miller, Maxie Rosenbloom and the first run of *What's Your*, Coast, disappointed with a sparse \$21,000.

## Scandals 16G in KC

KANSAS CITY, July 31.—George White Scandals ring up a good \$15,000 for the Tower Theater here week ending July 30. Spike Jones and His City Slickers opening today with a 12-people unit. House is also adding three acts to round out the bill.

## Oriental \$24,000 With Courtney, Colonna; Woody Herman Big

CHICAGO.—The hot weather hasn't affected the vaudeville in any extent, business holding up remarkably well. The Oriental (3,200 seats, \$20,000 house average) came thru with a first-rate week. Del Courtney's excellent band, Jerry Colonna on the stage bill and the pic, *Reveille With Beverly*, with Frank Sinatra was a combo that turned out well and brought in a neat \$23,500. At the Chicago (4,000 seats, \$40,000 house average) Woody Herman, a favorite locally, was the attraction for a first-average week. Five shows a day were necessary to take care of the crowds, and the gross hit around \$51,000.

The Oriental started off a bit lightly Friday (30), with Lionel Hampton, ewing

## All-Open Contingent OK 21½G in Philly

PHILADELPHIA.—Earle Theater (seating capacity, 3,000; house average, \$18,000) came out on top week ended Thursday (29) in spite of the heat wave and a lukewarm marquee — an all-feminine affair. A neat \$21,500 was scored with a three-way parlay in movie-land's Virginia Weider, Ada Leonora's orchestra, making their first pitch here, and blitzy Mayfair (Sam Rask and here), and Musical made for the added act. *What's Your*, Coast? on screen.

New bill opened Friday (30), and depending largely on the Three Stooges (Moe, Curly and Larry) to bring 'em in, set off for a first-average night should show \$22,000 for the week. Cliff Edwards, June Preisler, and Dick Rogers' band, which has now wound out the bill. *Follies Girl* on screen.

## Balto H.O. Big 17G

BAITIMORE.—Hippodrome Theater grossed a splendid \$17,100, with hold-over headlined by Romeo Vincent, for week ended July 29. Also on bill were the Six Willys, the Brants and the extra added Ginger Harmon, singing comedienne. The house was a two-week holdover bill to \$38,000. Pic, hold-over, Mr. Lucky.

## Top 7G for Prov

PROVIDENCE.—Buddy and the Geng, juvenile group from Wiley Pawtucket, R. I., presented an added feature with regular vaude bill at Pay's here week ended Thursday (29) started business with one of season's highest grosses, \$7,000. Gene Autry film (revival) credited much part of this upping of business by management.

## Barnet Racks Up \$24,700 in Buffalo

BUFFALO.—Charlie Barnet's band concluded a neat week July 29 at Ben's Buffalo (seating capacity, 8,500; house average for straight pic, \$13,500), and the take, \$24,700 being considered okay by the management.

Barnet's unit spotlighted Mary Ann McColl, Chubby Jackson, "Feanish" Holsinger, Howard McGhee, and Trummy Young. Vaude contingent had Ross Wylie Jr. and June Mann, Neil Stanley, and Bunny Brigg, *Picture*, *Prior* No. 5. Hal McIntire's act and sets come in August 6.

## New Copa Unit at 85C

NEW YORK, July 31.—Monie Proser is producing another Copacabana revue for vaude houses. Cast is to include Chandra-Kaly Dancers, Estrallita and Gail-Gail, along with a line. Unit is being submitted by Maxie Lupis at \$8,500. Wally Wanger is producing the line.

band, and an entertaining slapstick comedy picture, *Air Raid Warden*, with Laurel and Hardy, but picked up on the later shows, promising a considerably above-average week. Onzie Nelson and orchestra, with Harriet Hilliard, got off to a big start at the Chicago and should give the house a corking good week.

## Margie Hart Tepid \$23,000 in Boston

BOSTON.—Burlesque's Margie Hart headlined at the RKO-Boston (seats 3,200; scale, 44 to 89 cents) for week ended July 28 and drew only a tepid \$23,000.

A neat show had been built around her here, with Tommy Tucker's act supplying the main attraction. Hal Sherman, on hand for comedy. Other acts were the Oxford Boys, Bo Jenkins, Carol Paige (now with the band) and Don Brown. *Pic*, *The Leopard Man*.

Horace Heidt began a week's run July 28 and drew the biggest opening audience seen here in several seasons.

## Heat, Strike Don't Stop Monroe in L.A.

LOS ANGELES.—Bucking hot weather and a strike of city air lines, Vaughn Monroe and orchestra rang up a terrific \$19,000 at the Orpheum week ended July 27. Starting with a full house Wednesday (21), business dropped about 50 per cent the next day when city street-car and bus lines stopped operations. Monroe has only about three normal days for business.

On bill with Monroe were Radio Rogers, Sylvia Lane, Lorraine Kruger and Gene Sheldon and Lovett. *Pic*, *Hi-Yo, Chum?* Sixty-five cents tops; 2,200 seats.

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## BURLESQUE NOTES

MARGIE HART to continue in vaude for the rest of the summer under Charles Yates booking. . . CHESTER WEINSTOCK, U. S. Merchant Marine, whose dad is Joe Weinstock, burly house operator, informs from Newport News, Va., of his safe return and he is to leave again soon for parts unknown. His wife, Cella (Pat Deen) Duerden, is a riveter at the Continental Can Factory, Jersey City. . . MAX FURMAN, comic, now Larry Martin, has taken over several of Bobby Clark's sketches in the Star and Garter show. . . ROSALIE CORIE, strip-tease and dancer, is celebrating her second season at the 3 o'clock Club, Baltimore. . . JIMMIE KING is managing the Cleveland Hotel for Eddie Madden in Norfolk, Va., where Billy Howard managed the Savoy Hotel; George Katz, the York Hotel, and Ned Crane is working for Art Lewis at Ocean View Park. . . DONA DAVIS has taken over the Jacquelyne Theater, Waterbury, Conn., former burly stop. Plans to change policy to legit.

ANN CORTO back July 19 from Holly- (see *BURLESQUE NOTES* on page 28)

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## CUTTING IT SHORT

By THE ROADSHOWMAN

AFPA has already received orders totaling 5,600 for the brochure *Suggestions for Prolonging the Service Life of 16mm Prints*. To the navy went 1,000 for the battleship projectionists.

A 47-MINUTE TECHNICOLOR film *Report From the Aleutians* has been offered the WAC by the Office of War Information. The army has prepared 194 35mm. prints. Successful arrangement by AFPA for 16mm. distribution will be necessary before such shorts are released on the smaller gauge.

PALMER HOYT, of the OWI, is emerging as the "strong man" of the government agency on films. HOYT has been the final word on liaison between other government agencies and the movie industry. He'll also appoint the successor to Lowell Mellett—said successor to be approved by the movie industry.

OFFERS by national advertisers to release a program of short subjects made by such firms as General Motors, Westinghouse, Rockwell, etc., would definitely be released to 16mm. outlets. (See story on this page.)

RATE OF DISTRIBUTION of first-run films for free showings to troops is being stepped up from a rate of three to four programs a week.

GORDON SMITH, formerly projectionist at a local theater, is now on the staff of the YMCA handling projection film programs at "Y" hostels and outcamps thru Nova Scotia. In addition, the YMCA is offering films at army, navy and air force barracks and merchant marine manning pools.

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## Big Business Offers to Aid OWI on War Info Films

Millions of feet of inspirational film available—to be given to OWI without cost for 16mm. and theater distribution

CINCINNATI, July 31.—It is reported that a number of national advertisers are ready to offer the OWI a substitute program of films for the agency's program which was eliminated by Congressional action. Altho the official offer to the OWI has not been made, or not announced as having been made, it is said that the plan would be given if any enthusiasm was shown. Primary objection to the films of national advertisers comes from 35mm. exhibitors who have heretofore taken a second against commercially sponsored films. Since the plan of the big business groups have not been explained in detail, whether the objection would stand or fall remains to be seen. Objection would probably be made if the films in any way constituted advertising for the sponsoring firm.

So far as is known now the only word from the sponsoring firms has been the offer to make any films the OWI wants, and to be given to the government without cost. The films would be distributed to 16mm. outlets and theaters. Said to be interested in the offer are the advertising agencies of J. Walter Thompson and N. W. Ayer, both top-flight outfits. Both have well established film set-ups and have made use of non-theatrical outlets and theaters in the past.

Following the entry of the U. S. into the war many large firms undertook to make films as a means of keeping names before the public and to promote good will for their firms. They are quoted as having stated that it is too bad that the films have not received wider distribution.

Included among those who have films available for the projected OWI distribution are General Motors, U. S. Steel, Westinghouse, Bell Telephone, Boeing, Curtiss-Wright, Shell Oil, DuPont, Aluminum Company of America, railroads, meat packers and others. All of these films have long been available for 16mm. outlets via the firms' public relations departments.

Many advertising men on the domestic staff of OWI are said to advocate the adoption of such a program. In fact, their promotion of the plan is said to have caused some disagreement among OWI personnel.

Activities Committee, currently working out its own plan for continuing the OWI program, is said to be against the plan of using films produced by national advertisers.

### MOI-OWI Machinery Break

NEW YORK, July 31.—Previous to the discontinuance of the OWI domestic film bureau a well-aided arrangement between the British Ministry of Information and the OWI existed whereby war information shorts of the two countries were exchanged.

Now in the working is a program whereby the British MOI could secure the OWI's domestic film shorts thru the War Activities Committee paying the expenses related, estimated to reach \$100,000 a year.

Whether or not OWI will be able to work out some other procedure remains to be seen.

### Movies for Fire Funds

SOMERDALE, N. J., July 31.—Somerda Volunteer Fire Company is sponsoring a series of 16mm film showings this summer. Printed each Thursday in the fire hall, the program includes a feature film and comic shorts, with all proceeds going toward the upkeep of the fire hall and for the purchase of fire-fighting equipment. The film shows are arranged by James Ward.

## WAC War Film Program Set

HOLLYWOOD, July 31.—Executive committee of the Hollywood Division of WAC has endorsed the new program of war information films proposed and adopted at recent WAC meetings in New York. Palmer Hoyt, director of the Domestic Branch of OWI, and Francis Harman, vice-chairman of the industry's War Activities Committee, were special guests at the meeting presided over by E. J. Mannix.

The proposal which WAC spokesmen will present will result in the OWI calls for 26 full-length short subjects and 26 war information film bulletins not exceeding 260 feet each in length, which will travel with the newsreels to all exhibitors using newsreels and be shipped separately to all others so as to blanket the country in four to six weeks.

"This is a lightning war," said Hoyt, "and the importance of frequent and timely communications by government with the people of vital war messages cannot be overestimated. I am particularly impressed with the plans of the WAC to speed up this necessary phase of our war effort."

"I want to thank the entire industry for its help and co-operation in the past and to express appreciation for the all-out pledges for the future."

When queried about the vacancy occasioned by the resignation of Lowell Mellett, Hoyt said: "One of the most important posts in government is that of the chief of the motion picture bureau of the Office of War Information. The head of this department will not be named until I have had the opportunity to study the problem further and to discuss it with all concerned exhibitors, producers, distributors, newsmen and the various government departments. Announcement will be made in Washington in about two weeks. In the meantime an adequate program goes forward thru the co-operation of the WAC and OWI."

Full length short subjects were completed by Lowell Mellett's OWI film producing unit before congressional action altered domestic film production. Four of these six have already been reviewed and accepted for WAC distribution. These form the nucleus of the new program to which will be added four full-length short subjects produced by the Co-ordinating of Inter-American Affairs, two more produced respectively by the National War Fund and the Red Cross and 14 to be made by various film producers, with 677 prints of all the films in this group of 26 furnished gratis to exhibitors.

Production of the 260-foot film bulletins will be allocated by WAC to various producers including the newsreels, which are expected to make at least one apiece. Harman stated that one item on his Hollywood agenda this week is to arrange for at least two of these 260-foot

film bulletins to be made quickly for use in connection with the Third War Loan Campaign in September.



## NEW AND RECENT RELEASES

(Running Times Are Approximate)

**KNOW YOUR ENEMY—JAPAN**, released by Brandon Films. A factual study of the weaknesses and strength of Japan. Commentary by Major George Fiedling Pilot. Running time, 16 minutes.

**BOMBAY CLIPPER**, released by Bell & Howell. A trans-Pacific airliner, flying from Bombay to San Francisco, attempts to transfer 85,000,000 worth of diamonds to an Axis submarine. Stars William Gargan and Irene Hurry. Length—six reels.

**CAPTAIN CAUTION**, released by Bell & Howell. A comedy by Kenneth Roberts, author of *Northwest Passage*, featuring Victor Mature and Louise Platt. Action is set on the sea, with an ardent lover, a romantic rogue and an ex-privater contributing to the hilarity. Length—nine reels.

**JAP ZERO**, released by OWI. A training film in aircraft identification emphasizing the keen sight and good judgment required of American airmen. Produced by the army air forces.

**REPORT FROM RUSSIA**, released by OWI. Russia's secret weapon is the strength of the Russian people—the men, women and children who punctured forever the myth of German invulnerability.

## 'LA BOHEME'

Puccini's Famous Opera

Starring the World's Greatest Tenor

JAN KIEPURA

with Marta Eggerth

ASTOR PICTURES CORP.

130 W. 46th Street New York, N. Y.

### SOUTHERN ROADSHOWMEN

Book these all-time great films of Jesse, Bobs of Youth, Highway Riders the Range, Bros. Plenty of producers and roadshowmen's needs.  
**IDEAL SOUTHERN 16 MM. PICTURES CO.**  
6888 N. E. 2nd Ave. Export Library MIAMI, FLA.

## LARGE LIST OF GOOD USED SOUND FEATURES FOR SALE

Abbe Films 1286 BROADWAY NEW YORK CITY

## WANTED

16MM. Sound Projector, and Pict-A-Sound Model, Under \$200.00, or any other make in time-payment plan. Cash or credit.  
Box 48, Harkins, N. Y., or 222 1/2, Melbark, Street.

**D. C. BLISS**  
Box 48, Harkins, N. Y., or 222 1/2, Melbark, Street.

## FREE Clip this ad and send it today for your free copy of HOW TO MAKE MONEY IN THE ROADSHOW BUSINESS

It has many important tips for both beginners and veterans of the business. Send this ad to Reprint Editor, The Billboard, 27 Opera Place, Cincinnati 1, O.

8-7-43



**ARMSTRONG—WILL H.**, 74, former vaudeville headliner in *The Baggage Man* and *The Ten Thousand Dollar Aisle*, in Hollywood July 29 after a brief illness. Survived by his widow and vaudeville partner, Maude Smith Armstrong. Funeral services in Hollywood July 31.

**CURRY—Corp.**, Charles L., 28, son of Edward Curry, owner of Rainbow Inn, Detroit, and formerly associated with his father in its management, killed in action on Guadalcanal July 11. He was a filer in the air corps and had been awarded the Oak Leaf.

**CURREY—Grace Davis**, wife of Fred Currey, former advance agent for Hildebrandt's United Shows, in Sunyside, Calif., July 3. Also surviving are a sister, Mrs. Dollie Johnson, The Dalles, Ore.; one brother, P. R. Davis, San Francisco, and two stepdaughters, Mrs. Tom Wood, Salem, Ore., and Carol Currey, Washington. Burial in the family plot at The Dalles Cemetery.

**DALE—Benjamin**, 58, English composer and warden of the Royal Academy of Music, London, July 31 in that city following the rehearsal of one of his own works, *The Floating Tide*, by the BBC Symphony Orchestra.

**FAUST—Mary J.**, 57, stage and screen actor, in Hollywood July 19. He appeared with a number of stock companies and went to Hollywood in 1926. Services July 22 in Hollywood, with cremation following. Survived by his widow, Hazel.

**FORTE—William E. (Will Evans)**, former vaude performer, in New York, July 22. He was at one time the dancing partner of Al White and also appeared in a vaude act with his late wife, Nellie Vincent Evans.

**GOEHL—Theodore**, concessionaire at Crevier Park Zoo, Memphis, July 17 at St. Joseph Hospital, that city. Memorials July 19 at National Funeral Home, Memphis, with burial in Memorial Park there.

**HAM—Harry Breden**, 52, associated with picture business for years and at the time of his death with William Morris Agency, of a heart attack at his Beverly Hills (Calif.) home July 27. He achieved prominence as a race driver and entered pictures after his reputation as

such had been established. Associated with Christie comedies in 1915, he later moved to the Stoll Company in London, serving in an executive capacity. In 1931 he became associated with Myron Steinick, with whom he worked until 1934. Moving to Lyons & Lyons, he was with this company only a short time. He became associated with the Morris Company after leaving the Lyons firm. Funeral services at All Saints Episcopal Church, Santa Monica, Calif., July 29. Active pillars were John Bruce, Nigel Bruce, Leonid Kogoy, Nat Dowerich, James Benlie and Benny Thum. Honorary pillars were William K. Howard, David Powell, Frank Tours, Harold Williams and Alfred H. Chambers. His widow and two daughters by a previous marriage survive.

**HAYEK—Alex Thomas**, 68, professional strong man, at his home in Youngstown, O., July 16. He toured the United States and most of Europe with circuses and carnivals. In later years he promoted wrestling and boxing events in Youngstown.

**HIRSCH—David**, 73, composer of Jewish music and former director of orchestras in the National and Jewish Palace theaters, in Chicago, in that city July 23.

**HOPMAN—Elizabeth**, 65, vice-president of Station WIFPC, Cicero, Ill., in that city July 25. Surviving are two daughters and four sons, one of whom, Richard, is president of Station WIFPC.

**HOGAN—Mike**, 71, a member of Edmonston (Alta.) Exhibition Association, at St. Albert, Alta., recently. His widow, one daughter and three sons survive. Burial in the family plot, St. Albert Cemetery.

**KANE—Walter (Buddy)**, 48, vaude and night club entertainer, in Canton, O., July 23. Survived by his widow, daughter and two sons.

#### IN MEMORY OF

**PAUL LORENZO**

Who passed away July 29, 1942.

**VICKI LORENZO**

**MCCRAY—Roy H.**, 62, Los Angeles theatrical agent, suddenly July 18. Survived under auspices of the Masons July 21. Survived by his widow, Florence, and a daughter, Mrs. George McKittrick.

**MCDUFFIE—Mrs. Molly Banks**, mother of Gladys McDuffie, who has been associated with Louisiana State Fair for a number of years, in a sanatorium in Shreveport, La., July 24. Survived by her husband, two sons and two daughters. Services at Rose-Worth Funeral Home, Shreveport, with burial in Plain Dealing, La.

#### IN LOVING MEMORY OF OSCAR V. MALLORY Who left us one year ago, July 25, 1942. ETTA and PATTY

**MELHARTON—Daniel J.**, piano accompanist for the vaude team of Dooin and McCoil for many years, July 22 at his home in Philadelphia. He wife, Anna M., and a sister survive. Interment in New Cathedral Cemetery, Philadelphia, July 27.

**MOMENAM—Joseph F.**, Atlantic City night club operator for many years, July 19 at his home there following a heart attack. His widow, Margaret, and three brothers survive. Funeral July 22 in Atlantic City.

**MURR—Hazel** (Mrs. Geneva Ruth Burch), actress, in St. Louis July 30. Survived by her husband, Robert Burch, and her mother, Mrs. Seth Jones. Burial in East Akron Cemetery, Akron.

**MOORE—Leo**, one-time song plugger whose real surname was Birkenstock, July 19 in Philadelphia. Funeral July 21 in Philadelphia.

**MUNSTER—Charles H. (Chub)**, 56, veteran legit box-office man, in New York July 28. He was company manager of *Stars On Ice* for the past three years and general manager of the former Civic Repertory Company. Prior to that he was in the box office of the Longacre, Little and Hippodrome theaters and treasurer of the Earl Carroll Theater, New York. Services at Cook's Funeral Parlor, New York, July 29.

**MYERS—Mary T.**, 68, mother of Al Striker, contortionist, in Newark, N. J., June 24. Services at Haberle & Barth Funeral Home, Irvington, N. J., with interment in Union Cemetery, Lebanon, N. J. Survived by her son and a daughter.

**NICHOLS—Ray**, pitchman, July 25 at Municipal Sanitarium, Peoria, Ill. Nichols and his wife were on the road for 20 years with whitestones and novelty jewelry. Survived by his widow. Burial in Peoria July 28.

**NORMAN—Mrs. Gertrude**, 86, character actress, in the Motion Picture Country Home, near Hollywood, July 26. She began her career on the English stage and at one time toured with her own company of *Romeo and Juliet*. Before her retirement in 1936, she had appeared in nearly all of Cecil B. DeMille's pictures. Services, followed by cremation, in Hollywood July 29.

**PARKER—J. L. (Buck)**, member of the Sunflower State Shows, June 23 in St. John Hospital, Salina, Kan. Remains were taken to Atlanta, where services were held June 27 from the Autry & Lowndes Funeral Parlor, with burial in Greenwood

#### George Blumenthal

George Blumenthal, 86, retired theatrical producer and operator of show business and manager and close associate of the late Oscar Hammerstein, at his home in Moscow, N. Y., July 23.

He made his only appearance as an actor for Oscar Hammerstein as a dwarf in a Christmas pantomime, *The Three Dwarfs*, at the Stadt Theater on the Bowery. In 1894, he was hired by Oscar Hammerstein as treasurer of the Daelman Opera House. He later became manager of that house and of the Manhattan Opera House. In the 1920's he promoted Wagnerian and Pendergast American light opera in this country and in 1938 he directed, in New York, *Sons of the Desert* and the *Seven Days' Business*. In 1936, he collaborated with Arthur H. Menkin on an autobiography, *My Sixty Years in Show Business*.

Surviving are his widow, a son and a daughter.

Cemetery there. Survived by his sister, Mrs. F. D. Fuqua, also in the outdoor show business.

**PARSONS—Fred**, 66, Negro architectural engineer and designer of parks and zoos, recently in Amherst, N. H.

**PFEIFER—Carl M.**, 55, former manager of Dickson Opera House, Ohio and Fortune theaters, Kenton, O., in that city July 22.

**POTTER—Joseph H.**, electrician at the Bushnell Memorial Theater, Hartford, Conn., since 1939, in that city recently. Prior to that he had been electrician at the old Edison Theater, Hartford, for 22 years.

**POWERS—John J.**, 75, Madison Square Garden ticket taker for more than 40 years, at his home in Inwood, N. Y., July 28 after a short illness. Surviving are his widow, three daughters and two sons.

**RAY—Norman** (Norman P. Stockton), who for years toured the United States and Europe with a barrel jumping act, July 30 in a bomber accident at McDill Field, Tampa.

**REYNOLDS—Charles D.**, 75, former carnival musician, at his home in Uxbridge, Ill., recently. He left the road in 1913 after having been with Duncay & Wheeler, Sig Swartzell and Murdock Bros. shows. Reynolds had also been with Tom shows and tabs. Survived by his widow, Edna, and one brother.

**RICE—James Nathan**, 55, of Jones Greater Shows, instantly July 19 when he leaped from a runaway show truck on Route 21, en route from Market to New Martinsville, W. Va. Body was taken to the Val Funeral Home, Ripley, O., pending funeral arrangements in North Kenton, O.

In Memoriam of a Lifetime Husband and Father  
**GEORGE SINGELTON**  
Who passed away a year ago, Aug. 8th, 1942.  
Done and drastically missed,  
MARY SINGELTON.

**SMITH—Anna Lucretia**, 74, former wardrobe mistress, in Manhattan Beach, Calif., recently. Until her retirement in 1940 she had for 40 years been a wardrobe mistress and costume designer, including 16 years with J. J. Schubert productions. Burial in Forest Lawn Memorial Park, Glendale, Calif. (See FINAL CURTAIN on page 56)

In Loving Memory of Our  
Dear Son and Brother

**ORVILLE W. HENNIES**

Who Passed Away August 8, 1939

MRS. DAISY HENNIES

HARRY

**ABNER K. KLINE**

We Mourn Him Most

Who Loved Him Best

VIRGINIA



Mr. and Mrs. Homer Woods's celebrations continue popular. Jack Mingo was slightly damaged by a fall West Annapolis. Percy Wilson just here after terminating a lengthy club run in Annapolis as emcee pianist.

**WANTED**

Ticker Sellers, Grinders, Fire Eater, Bally Act of any kind.  
Semi Driver, Top Salary. All answer.

**CASH MILLER****ENDY BROTHERS AND PRELL'S SHOWS**

Richmond, Virginia, This Week.

**INGHAM COUNTY FAIR**

MASON, MICHIGAN, AUGUST 10 TO 14 INCLUSIVE

WANT Independent Shows for this date and other fairs to follow. Concessions all open except Corn Game and Pop Corn. Can place Ferris Wheel Foreman. Address:

**W. G. WADE SHOWS**

Menroe, Michigan, this week.

**DUMONT SHOWS****WANT**

Shows with own equipment and transportation. Johnnie Rae, answer. Man with Girls to operate Girl Show. CONCESSIONS—photo, Custard, Pitch Tilt You Win, Shooting Gallery or any legitimate Concessions. Operator for Beat the Dealer and other useful Carnival People. Fair Secretaries Virginia, North and South Carolina, get in touch with us. For Sale—2 Light Plants, gas driven, in A-1 condition, one 15 K.W. D.C., 110 volts, \$700.00; one 10 K.W. D.C., 110 volts, \$1000.00 cash.

Week August 2nd, Ambler, Pa.; week Aug. 9th, McKees Rocks, Pa.

**WANTED CONCESSION WANTED AGENTS**

For the Elgin Shows, Girls for Ball Games and Country Hop for Elgin. Playing defense cards with Ken Jorgensen. Shows. If you are capable, can find prospectors and can use that your joint gets up and down, come on; I'll place you.

**ART D. HANSEN**

Curry Kane Exposition Shows, Thomasville, N. C., week Aug. 2-8.

**WANTED AT ONCE**

Girl Show Manager with Girls and wardrobe to join at once at Marlinton, W. Va. Have 80x20 Tents—One Top. Would like to hear from a real First-One Men. Kenie Augustina, answer at once.

**VIRGINIA GREATER SHOWS**

Bel Air, Md., this week; Marlinton, W. Va., the week of Aug. 11th to 21st.

**WANT**

Octopus or Tilt-a-Whirl to join at once. Merry-Go-Round Foreman and other Ride Help, wire. Concession Agents wanted for Pea Pool, Chuck, Seven Girls for Ball Games and Penny Pitchers, also Grind Store Agents. Kay Kaestor, wire Fred Boswell—important.

**S. B. WEINTRAUB**

DAVIS HOTEL

COLUMBIA, S. C.

**WANT RIDE HELP OF ALL KINDS**

Will book Octopus, Tilt-a-Whirl or Spit Fire. Can place Stock Concessions.

**PLAYLAND AMUSEMENT, Inc.**

Williamsburg, Ky., this week; Jellico, Tenn., week Aug. 9.

**FOR SALE**

Seven-Car Tilt-a-Whirl, Super Roll-o-Phone, Chair-a-Plane; Ten-in-One, complete; Top, 20x50, as good as new; Transformer Truck with one 100 K.W. and three 25 K.W.; also have Semis and Trucks for the above.

**VIC HORWITZ**

HOTEL DETROIT

DETROIT, MICHIGAN

**CAN PLACE FOR ALEXANDRIA, VIRGINIA**

Octopus, Roll-o-Plane, Tilt, Edge-o, Whip, Rocket or any other Ride. Open now, so come on and book it early. Also place Shows of Juggs and some Concessions. Will buy or book Merry-Go-Rounds, Chair-a-Plane and Kiddie Rides. Write—

**BARNEY TASSELL UNIT SHOW**

ALEXANDRIA, VIRGINIA

**WANTED**

For Firemen's Celebration, week of Aug. 8; Tyrone, Pa., and Dayton, Pa. Fair, week of Aug. 10; other Celebrations, as good as new; Transformer Truck with one 100 K.W. and three 25 K.W.; also have Semis and Trucks for the above.

**GEORGE CLYDE SMITH SHOWS**

Cornegough, Pa., this week; Tyrone, Pa., next week.

**FRED ALLEN SHOWS**

A City of  
Prosperity

**Grand Jubilee**

SYRACUSE, N. Y.,  
AUGUST 12 TO 22

Two Saturdays—Two Sundays

Loaded With  
\$ \$ \$ \$ \$ \$

With one more big Syracuse spot to follow. Right in the city; not affected by pleasure driving. WANTED—Roll-o-Plane, Tilt, Spit Fire or any ride not conflicting with Merry, Wheel, Chairplane and Airplane, 25%. WANTED—Custard, Photos, Duck Pond, Fish Pond, Bowling Alley, Dart Games, Pitch-To-Win, Can Rack or any clean 100 Stock Store. No wheels, coupons, racket or gypsies tolerated. CAN PLACE—Clean, Flashy Grind Shows; no girls.

FRED ALLEN

Ononda, N. Y., until August 7; then Syracuse, 107 Oberst Street.

**WORLD OF MIRTH SHOWS****ATTENTION, SHOWMEN**

If you want to finish a good season of nine Big Fairs, we have complete Frames-ups for Fat Show, Illusion Show or any outstanding show that does not conflict. Mabelle Kidder wants Girls for Revue and Posing Show. Top salaries. Bob Buffington can place Colored Performers, male and female, and Musicians. Terrell Jacobs' Wild Animal Circus wants Good Talker, Two Grinders and Several Performers. Wallace Cobb can place Train Hands. Working boys wanted for Rides. All salaries guaranteed from the office.

Write or wire

MAX LINDERMAN, General Manager, Camden, N. J., August 5 to 14

**MOTOR EQUIPMENT FOR SALE**

THESE PRICES ARE CASH—IF INTERESTED, COME AND SEE THEM AT SOUTH BEND

2—1937 Chevrolet Tractor and 24 Ft. Stake Rack Semi,  
32x6 Tires. Each.....\$1200.00  
1—1936 Chevrolet Tractor and 24 Ft. Stake Rack Semi, 32x6 Tires 1000.00  
1—22 Ft. Round Front Semi, Stake Rack, 32x6 Tires..... 500.00  
1—18 Ft. Semi, Stake Rack, 32x6 Tires..... 500.00  
1—18 Ft. Semi, Stake Rack, 28x520 Tires..... 500.00

J. C. WEEK, care Oliver Hotel, South Bend, Ind.

**WANTED**

FOR TOLEDO, OHIO, DAY AND DATE RINGLING BROS. AND BARNUM AND BAILEY CIRCUS, AUGUST 10-11-12, AUSPICES REPUBLICAN COMMITTEE ADJOINING CIRCUS GROUNDS.

SHOWS, RIDES, CONCESSIONS, Coupon Stores, Wheels, Grab, Popcorn, Candy Apples, Bingo, Penny Pitch, Ball Games, Mitt Cams or any other kind concession. No exclusions this date. Also Agents for Wholes and Slum Skills and General Outside Help. Can Use Any Kind of Rides and Grind Shows with own outfits.

**DOLLY YOUNG****OUR FAIR SEASON STARTS AUGUST 16**

CAN PLACE—Feature Freaks and sober Working Acts. Another good Runt to work with Eddie Kunn.

Address Lebanon, Pa., this week.

**KELLEY'S INTERNATIONAL ODDITIES****WANT SHOWS AND CONCESSIONS**

FOR TWO OF THE BEST FAIRS IN THE MIDDLE WEST  
Where Prosperity and Plenty of Dough Reign Supreme!

BELLEVIEW, ILL., AUG. 6-9. The class of County Fairs, Industrial and Agricultural Center. The kind of Expo Conception after dress show.

Where Boots Shine, with its thousands of Soldiers (admitted free), is located. WHAT PAYROLLS!

JOE SMITH'S FREE ACTS BOOKED AT BOTH FAIRS—NUFF SED

Address: All Communications to  
JOHN K. MAHER, 1359 South Broadway, St. Louis, Mo.



Cramer, representing Mike Krokos, owner-manager West Coast Amusement Company, met with officers of the army and navy and conferred with officials of the OGD, OPA, ODI and other war agencies on routine matters affecting outdoor amusement industries. No new regulations are looked for, and all officials stated that they were satisfied with the way shows have complied with the rules that have been in effect for the past year. Officers of the USO-Camp Shows, Inc., and Hollywood Victory Committee agreed that all branches of show business have gone all out in the war effort. Following the meetings in San Francisco and Oakland, Cramer will join the West Coast Shows and later attend meetings in Portland, Ore., and Seattle.

## IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

**PFC. NORMAN EDWARDS**, formerly with Johnny J. Jones Exposition, is doing overseas duty with the army.

**MANAGER** of Central States Shows last season, W. W. Moser is with the navy and stationed at Norfolk, Va.

**WELL KNOWN** in outdoor show circles, Lewis Cunningham is a private with Co. T, 62d Med. Regt., Camp Forrest, Tenn.

**CORP. J. P. (HOOTER) BUTLER**, carnival trouper, is doing overseas duty, J. D. and Anna Summers report from Abilene, Tex.

**FORMER** carnival trouper, Johnny S. Taylor is a private, first class, with the Marine Corps. He is currently serving overseas.

**SIDNEY DAIKEL**, game concessionaire at Coney Island, N. Y., was inducted recently and is in training with Battery A, 845d AAA, Camp Stewart, Ga.

**MANAGER** and ride foreman with Greater United Shows prior to his induction, Wilbur D. Taylor is a sergeant with the Army Air Force in foreign service.

**PFC. HARRY L. BESTLAND**, son of Mr. and Mrs. H. O. Bestland, who have their rides in Playland, Falmouth, Me., is with the 487th Ser. Group at Pendleton Field, Ore.

**PVT. JAMES HOWARD BRYANT**, who had the cookhouse on the Art Lewis Shows and who was recently inducted,



**WHEN** Joe Pearl, The Billboard and mail agent for Johnny J. Jones Exposition, went from Dayton to Springfield, O., to visit the Clyde Beatty-Wallace Bros.' Circus this snapshot of him; Albert Feit (left), who works Beatty's chimpanzees, and one of the chimps, Mickey, was taken. Joe says the chimp is looking into the mailbox for his copy of The Billboard.

**Left** Port Thomas, Ky., July 26 for Camp Fanning, Tyler, Tex.

**CHARLES A. MONTAGUE**, son of Mr. and Mrs. Jack Montague, well-known producers of revues in outdoor show business, is with the navy. He enlisted in the USNR in April, 1941.

**PVT. WILLIAM POWELL**, former showman, is stationed at 44th General Hospital, Fort Sill, Okla., where his commanding officer is Capt. Myron Prager, former secretary of the Rowell (N. M.) Fair.

**HYMIE RUBACK**, formerly with Aema Exposition Shows and brother of Owner Jack Ruback, has been promoted to the rank of sergeant. His assignment to the Medical Detachment, Area C, Marsh Field, Calif.

**CLUTCH MAN** for Bob Baldwin on Hennes Bros.' Shows and Rubin & Cherry Exposition for a number of years, Stanley Barsch is a corporal with an army maintenance company. He's currently serving overseas.

**GLASS HOUSE** operator on Happyland and Gooding Greater shows prior to this year's stretch in war work, Edward Thompson was inducted into the army July 26 and reports to Fort Hayes, Columbus, O., August 16.

**WITH** Anderson-Strader Shows before enlisting in the U. S. Coast Guard, Dick Loler is doing overseas service. Dick's mother is a WAC, while his wife, Frances, is with her mother, Fay Latham, at Beaumont, Tex. He reports.

**LIBERTY** JACK PELLETTE, formerly with Royal Palm Shows, visited Eke Park, Moab, Mo., recently. Juliette was the guest of his uncle and aunt, Bernie and Marie Smucker. Pellette is in the navy and stationed at Pensacola, Fla.

**PVT. HUGH W. HUFF**, with Royal American Shows at the time of his induction, is at Harmon General Hospital, Ward 2-11, Longview, Tex., recovering from injuries sustained on Guadalcanal. He would like to read letters from friends.

**KIDNIE** RIDE superintendent on Jolly Jolly Shows, Rosemary Juliette is taking his basic training at the Army Air Corps Technical School, Gupton Park, Miss., his sister, Mrs. Mrs. Juliette, with the Beam Attractions, report.

**COOKHOUSE** operator on Crafts 20 Big Shows for several years, Jimmy Lorch holds the rank of private, first class. He's in training somewhere in Tennessee and advises that he finds a vast difference in recreation on a camouflage top and a cookhouse top.

**TIE LANKFORD TWINS**, Lester W. and Harold D., are seeing service overseas. Lester is playing drum in a band, while Harold is a trumpet player with a H. O. Company. Formerly featured with Lankford with the twins have been in the service 2 1/2 years.

**"TM** in a hospital at the Army Air

**BSEE** here with a bad stomach," cards Pvt. G. J. (Jerry) Higgins, from Salt Lake City. He was with the Ches Pate attraction on George Clyde State Shows last season. "I'm being treated swell and recently met some carnival folk, but I surely miss the old lot."

**MAX HOLLINGSWORTH**, formerly with the F.E. Gooding Amusement Company, comes thru with the following from Philadelphia: "Have been in the U. S. Merchant Marine service for the last 17 months. My ship has been torpedoed on several occasions and while returning to the States on my last trip I turned on the radio and heard the Mena at Sea program, which I enjoyed very much. There are a number of indoor and outdoor showmen in the maritime service."

## ENDY-PRELL BIZ

(Continued from page 30)

**WELSH** bingo chalked a big week's business at Cookeville, Cash Miller's Circus Sides show took up show money, with Ches Pate, managed by Gertie Miller, running second.

Shows made a fast move from Cookeville here, a 240-mile jump, with the J. O. Miller Circus, and a midnight two-day layoff to set up found everything ready for the Wednesday's scheduled opening. Dave and Ralph Endy, with Joe Prell, will be hosts to members of the Workman Tent, Circus Salsis and Salsis Club of America August 3, the occasion being the annual Jamboeze. A. D. (Ham) Watson will be emcee and auctioneer director. A banquet is scheduled for 7 p.m., followed by a tour of the midway and a midnight show in the Ches Pate Polles. Samuel B. Prell, co-owner, is in Greenboro, N. C., in charge of shows, rides and attractions, and Joe Prell is handling his father's interests here.

## BALLYHOOD BROS.

(Continued from page 30)

**RIGHT** plans, towers and the gal show's washing machine, and promoter. Ballyhood Bros. is the contract called for only mechanical entertainment, our sponsors insist on nothing else. The presenters said that should they find any attraction otherwise, they would close it immediately. All rides passed the inspection okay with the exception of the

**Merry-Go-Round** because it wouldn't start unless the crew gals it a push once around. That was finally squared by the fact that the clutch chain attached to a Caterpillar ride close by and letting it do the work.

Due to the entire midway using canned music there wasn't any beat about music. But when our fan dancer did her turn it was another story and became a matter of either doing it mechanically or stopping. To keep her act going the gal discarded her ostrich plumes and used an electric fan. Other dancing shows were also in hot water until the boss proved that it wasn't a dance but a grind and that anything that grinds is mechanical. We pinned off the rubber-skin man as synthetic, the illusions as operated with radio beams, the Monkey Speedway as automotive and the rest of the midway as ersatz. Mechanically speaking, business was big.

MAJOR PRIVILEGE.

## RC BLAZE

(Continued from page 30)

**WHEEL** concessions of Sammy Aldrich, Harry (Red) Winsfield, Pete Manos, and J. O. Miller, Claude Bruckett and Perry Perkinson.

**ALSO** destroyed were grind units operated by Johnny Myers and Senator Pete and Walter Lewis. Walter Lewis, operated by Evelyn Clain, was also destroyed. Pauline Meyer's palmistry booth was also destroyed. Al Smith's popcorn trailer were damaged, but continued in action the same night.

**OVERTURNING** of a concession adjoining Charlie Fogel's crystal mine and timely arrival of the fire department checked the winter danger flames. Scores of trouper, routed from their trailer beds in pajamas, fought the flames barefooted. A spare bingo outfit went into action the following night and Sam Gordon, concession manager, has replaced both equipment and merchandise in readiness for next Tuesday's opening of the fair season at Northern Wisconsin Fair, Chgoqua Falls. Shows have played to record-breaking attendance and business and will close their four-city engagement, the winter danger flames, today. A 16-day run in Cedar Rapids set a new record for the shows. Pests, despite inclement weather, also hit a new high.

## BUTLER & WILSON SHOWS, INC.

For balance of our still dates and circuit of outstanding fairs starting in August and ending the middle of November.

Space now being sold for the New Jersey State Fair, Trenton, N. J., September 12.

Address this show as per route.

**WANT** Fly-o-Pione, Tilt-a-Whirl, Whip with own transportation. WANT Shows that do not conflict, with or without own equipment. Will finance any attraction worth while. WANT experienced, skilled Workmen in all departments. Good salaries to start, with chance of advancement depending on your own merits. Get with show that is forging to the front. WANT: Can place all legitimate Merchandising Concessions.

ALL ADDRESS THIS WEEK BUTLER, PA.

## J. F. SPARKS SHOWS WANT

Foremen for Twin Wheels, Tilt-a-Whirl and Little Beauty Merry-Go-Round. Other Ride Help that Drive Semis. Top salary to right people.

Book Legitimate Concessions at all times.

Want Musicians and Chorus Girls for Minstrel. Top salary out of office. Also want Talker for Minstrel. Candy privilege included. Want Special Agent with car. Must post paper.

All replies J. F. SPARKS, Fairmont, W. Va., this week.

## Frazer, Michigan, Second Annual Celebration

AUGUST 12TH TO 15TH

Parades and Fireworks

Want legitimate Concessions of all kinds, also Fun House. Will buy Kiddie Auto, factory built. Six celebrations to follow Lake Orion on streets, Aug. 16th to 23rd; Ann Arbor, Aug. 26th to 29th; Farmington Big Labor Day Celebration, Sept. 2nd to 6th; all Michigan spots; real money makes, all in defense area. Wire ROSCOE T. WADE, 444 Petrosboro, or C. J. BENNETT, Webster Hall Hotel, Detroit, Mich.

## WANT

Eyerly and Flat Rides, week of August 23-28 and week of August 30-September 5, for the best fairs in Illinois.

Contact

P. M. RUMBLE

N. 7th St. Petersburg, Ind.

Promoters, Fair Secretaries, Committees

Wanting rides or complete organized Carnival, answer at once. Can place kids 10th for Wheel, Chair-Pin and Merry-Go-Round. Answer:

MICKEY PERCELL

General Delivery MILL HALL, PA.

Sherman Hotel  
Chicago

Bob Parker reports that Luther Sinclair is in the armed forces. Sam Gordon and Sam Aldrich were in town on

Ind.; next week, Shelbyville, Ind., Fair.



Joe Lambert, Toy Cummings, Pee Wee Griffith, wife



## Coming and Celebration

# Cleveland Stadium Show Set

## English Circuses Continue To Tour

### Packs Signs For First Time Under Firemen

ST. LOUIS, July 31.—Thomas N. Packs, who earlier this month produced the successful St. Louis Mothbush Temple Shrine Circus, signed contracts last week at Cleveland to produce the International Thrill Circus, under auspices of the first department. Associated with Packs in this circus, which will be held at the Municipal Stadium from September 26 to October 3, is Bob Brickman, attorney and sports promoter of that city. Larry Atkins, boxing matchmaker of Cleveland, will be managing director. The net proceeds will go to the Firemen's Pension Fund. Headquarters have been established at the Auditorium Building. It is the first time that the Cleveland Fire Department has sponsored a show.

### Good Biz Recorded By Beatty-Wallace In Queen City Area

CINCINNATI, July 31.—Coming into this locality for four days, extremely hot weather, the Clyde Beatty-Wallace Bros. circus did fairly good business on the whole. Matinees were about half houses. Show was on the Cumminsville lot, July 26-26, attendance in the evenings being two-third houses. In Newwood night of July 27, the tent was packed. In Newport, Ky., July 28, attendance at night was good despite a storm which broke around show time.

The management presents a pleasing performance, with the Clyde Beatty-Wallace animal act as the outstanding feature. Beatty's chimps, Mickey and Minnie, are knockouts. A good band is under the direction of Moe Guy and Mrs. Tom Mix presents an interesting Wild West concert. The Burrells and the Johnsons are also in the after-show. Jerry Burrell does the unannounced in the big show. Frank J. Lee, contractor and on the staff, was in the show during the local stay, and Raymond B. Dean, press agent, was here several days before the show.

The Osterkamp, circus enthusiasts of the Queen City, made it "home" for the Beattys, having "open house" for them. Among those seen on the lot were Jim Bonnell, recently with the Cole show; Walter Garvey and Johnny Anderson. On Tuesday afternoon, in Newwood, the circus management set aside a block of seats for employees of The Billboard.

#### Staff and Program

John A. Fox is general manager; Julien Watt, treasurer; D. E. Miller, general agent; W. L. Oliver, special agent; B. S. Thomas, show man; Jack Grady, advertising car manager; Thomas Buchanan, legal adjuster; Bill Tumber, manager; Slide Show, Harry and Agnes; Deacon McIntosh, superintendent mechanical department; Davey McIntosh, transportation; Harry and Agnes; Werner, general superintendent; Jack Neville, assistant; Shooch Befford, Side Show; Clyde Beatty-Wallace, show director; Shorty Goode, in charge of concessions; Al Dean, assistant; Ginsberg Moore, superintendent of animals; LaBrid, assistant. Ralph Cautin, reserved seats; B. Murray, steward; Ernest Sylvester, superintendent of animals; Bill Woodcock, Bert Petrus, elephants.

Among acts in the show are Harriett Beatty, riding tiger and elephant; Brown Brothers, comedy horse; Slim Biggestaff, Charles Arley, balancing traps; Kinko, contortionist; the Whirlwind; Irma Ward, gymnast; Joe Evans, in several trapeze (muscle grinds, traps, working elephants); Flo McIntosh, big elephant act; George Jones, iron horse; Flying Harriette; Chick Yale, table rock. Show has 8 elephants and 12 head of stock.

In Guy's band are C. Van Vactor, Charles Gardner, Charles Outter, cornets; R. Banks, sax; Art Myers, sax; George Hammett, trombone; Joe Evans, baritone; Paul Brake, bass; Cae Buel, drums; Joe Franklin, snare drum; Frank Clark, cellophane.



IT WAS "HOME-COMING" for these employees of Cole Bros. Circus, which played in Denver July 19-22. All were former employees of the old Sells-Floto Circus, owned by the late Frederick G. Bonfils and Harry Tammen, publishers of The Denver Post. Denver was the winter quarters of S.-F. Recalling old times with Helen Bonfils Sommes, daughter of The Post publisher, the group includes, left to right, "Curley" Stewart, master of transportation; Joe Kuta, chief usher; Dutch Wise, superintendent of inside tickets; Charley Luckey, mechanical superintendent; Mrs. Luckey; Mrs. Jack Biggers; Robert DeLoche, treasurer; Mrs. Sommes; Zack Terrell, owner and general manager; W. H. (Bill) Curtis, general superintendent; Jack Biggers, trainmaster; Eugene Scott, superintendent of manager; Jean Weeks, superintendent of concessions; and One O. Parks, press representative. The group posed in front of "Trilby" of the Cole herd, so named by Terrell in honor of "Old Trilby," herd elephant of Sells-Floto. Lorne Russell, auditor for Cole show, also was with Sells-Floto, but is not in the picture.

## A Post-War Modernized Preview

By MELVIN D. HILDRETH  
Past President, Circus Fairs Association

ASK any truck-show operator what he considers the ideal motorized set-up and he can quickly give you the answer. First, he wants a complete repair truck, so arranged that when it comes on the lot it is ready to work and will not only contain the necessary lathes, drills and machinery, but an abundance of spare

parts to do any repair job in a short space of time.

Next, he wants a cookhouse on wheels arranged that it can prepare meals going over the road and when it reaches the lot be ready to serve breakfast piping hot in less than five minutes. It

(See Post-War Preview on page 42)

### Washington Stands Big Biz for JMC

### In Wolberine State

OLYMPIA, Wash., July 31.—Arthur Bros. Circus tour in Washington has proved a winner at every location thus far. The two-day engagement at Vancouver gave large attendance. The circus was in the heart of town near an army camp. Performances were given at the naval hospital for the soldiers thru the courtesy of the management. The Douglas Greater Shows were exhibiting within six blocks of the circus grounds and visits were exchanged. The two-day end (See Winners for Arthur on page 45)

BIG RAPIDS, Mich., July 31.—The James M. Cole Circus has had big business in this State the past three weeks. Will enter Ohio August 2, at Bowling Green. Show is moving along nicely, being up and ready two hours ahead of door time. The stake driver helps greatly. George Myers and Lee Smith, of Mills Bros' advance, caught the night bus in Detroit. Show introduced Myers and he gave good plug about his (See J. M. Cole in Mich. on page 45)

## Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)  
WLDACAT, basking.

THE FLYING LA FORMS card that they appeared in Soldier's Field, Chicago, July 4, and are now working a thrill show in Columbus, S. C.

TAYLOR TROUT and company, hoop rolling and juggling act, and Sunny Jim Gerber, clown and balancing ladder act, have been booked by the Harvey Thomas Theatrical Agency for five weeks of fair.

MISS JACKIE DALE, of the Kelly-Miller circus, entertained friends at her home in Baxter Springs, Kan. Among

EARLY-DAY Beast: It's an 80-foot round top, but guys out 65."

CARL RICHARDSON, who worked under Ned Brill in the Barnum & Bailey show in 1916, is again with the Red One, joining in Baltimore. He also had been with Gentry Bros., Sells-Floto, and Dingle Bros. show, also with Guy Bros. and Al G. Fields minstrels.

A PARTY for a group of folks on the

CHICAGO, July 31.—Circuses continue to tour in England in spite of war conditions. Maj. James Edgar, formerly with American Circuses and now a major with the U. S. Army overseas, sends programs of no less than eight circuses, some of them playing under canvas, others in theaters.

The list includes Paul's International Circus, Sir Robert Fossatt's Circus, Roast's Circus, Lord George Sanger's Circus, S. W. Parkin's All-British Circus, Towner Circus, produced by Blackpool Tower Company, Ltd.; the Great International Circus, promoted by Bing Renteria, Ltd.; Lord Liverpool, and Arthur Jones's Anglo-Russian Circus. For its 1943 tour Sir Robert Fossatt's Circus has in its line-up Henley and Arden, twin comics, introduced by Captain Bailey; Teddy Bears' Picnic, also handled by Captain Bailey; Orrie and Sylvester, modern humpst-dumst comedians; Pauline, wire walker; trained dogs, presented by Mario Fossatt; Albertas Trio, acrobates and equestrians; the Longtons, dancing, marching and acrobats; the Two Silbous, acrobats; Marie Isobel, equestrienne; Rock-Cake, comedy horse; the Westerns; Sir Robert Fossatt's performing horses; and Flying Bids, assisted by Spudie; Desmond, African comedy wizard, assisted by Eisle Monaster; elephant and spotted horse, owned by Captain Bailey; the Three Albions, specialty juggling, and a corps of clowns.

### Ringling Attendance Okay in Hartford Conn.

HARTFORD, Conn., July 31.—The Ringling circus was here July 22-24. This was the first time that the show has stayed longer than one day in Hartford. A section of 200 seats was reserved for purchasers of War Bonds and about \$50,000 were sold at the evening performances and \$20,000 at the matinee. Attendance was reported to have been 26,000. The weather was perfect, excepting when it rained when show was canceled. Due to OPA and rationing, the bus service was supplemented only slightly by the Connecticut trolley company and the service rendered was overloaded.

The total income was approximately \$65,000.

### Heavy Billing for Ringling in Detroit

DETROIT, July 31.—Early advance publicity for the Ringling circus, which opens a 10-day stand here August 13, is starting off heavy, with two crews in town already and a large volume of paper up and distributed. Car No. 1, in charge of H. P. Boudinot, and the brigade under Frank Mahara, have been here the past week, and Car No. 2 is due on Saturday.

Early newspaper publicity has been extremely good, with papers advising buyers of War Bonds, who are getting free seats in a drive sponsored by 46 leading Detroit firms. Many friends on reservations early. Art work and stories have already been in the press.

Beatty-Wallace circus was given by Forrest Brown, of Delphos, O., while the show was playing at Lima, O. Brown reminisced with many friends on the show including Bert Peris and Bill Woodcock.

ANOTHER we won't forget: "Altha we lead it in only two cars, it looks like the Barnum show on the lot."

BOB DICKMAN Circus is playing Mrs. Dickman's "Good and bad" good, according to Oswald Bob Dickman, who said they "strawed 'em" in St. Michael, Md. Show is being charged with what he is obtainable. Eastern and Cambridge, Md., were high spots, Dickman declares.

CIRCUS FAN Arthur T. Dolan wrote that he was the guest of Harry Hunt, of Hunt's Circus, which played a two-day stand at Brockton, Mass., recently. Dolan was formerly on the staff of The Boston Post and developed his love for (See Under the Marquee on page 44)







Conducted by ROBERT R. DOEFKER—Communications to 25 Opera Place, Cincinnati 1, O.

# anacircuits for 4-4 operation

## Major Circuit Okays Plans at Saskatoon Meet

Unanimous decision to carry on justified by marks registered at '43 annuals

SASKATOON, Sask., July 31.—Members of the Western Canada Association of Exhibitions, Class A Circuit, at the semi-annual meeting July 22 unanimously voted to carry on with their plans in 1944. Charles Wilson, association president, presided, and Calgary (A1A4) Exhibition and Stampede; Provincial Exhibition of Manitoba, Brandon; Regina Provincial Exhibition and Saskatoon Industrial Exhibition were represented. After dates had been set, it was pointed out that all stands on the Class A Circuit were fortunate in having extremely good weather.

Executives in attendance stressed the remarkable showings made by the exhibitions this year, and pointed to the many encouraging remarks made by (See A Circuit Plans on page 59)

## Moose Jaw Sets New Stand Mark; Gate Under '42

MOOSE JAW, Sask., July 31.—Altho attendance at the eighth annual Moose Jaw Fair was below par, the official said that the four-day annual was a "great success." Admissions to the grounds totaled 21,441, as compared with 24,143 last year. Grandstand admissions were 11,875, as compared with 13,969 in 1942.

Fair was under direction of J. C. Macdonald, president and secretary-manager of the Moose Jaw Exhibition Company. Visitors include James Granville, manager; F. H. O. Harrison, president, and Col. N. James, director of Regina Provincial Exhibition. B. L. Russell, president; G. M. Cook, secretary; Eric Given, vice-president, and members of the board of Prince Rupert Exhibition.

For the first time in years the annual had perfect weather. Grandstand attendance on the second night was 5,284, the largest crowd to see a grandstand performance since the fair began.

There was no horse racing this year. Visitors to the second night 300 members of the Canadian Women's Army Corps from Regina. Grandstand attendance was provided by George Hamilton, with R. J. Casey Shows on the midway. Attractions arrived late on the Tuesday. Hennie Brock Shows enforced cancellation of Roland Tebb's trained seals, scheduled to play the Western Canada Class B Fair Circuit.

## Chattanooga Title Changed; Food and Stock Theme Is Set

CHATTANOOGA, July 31.—Chattanooga Interstate Fair's title has been changed to Chattanooga-Hamilton County Interstate Fair and the annual will be held as scheduled, Maude H. Atwood, secretary, announced this week. The profit organization, headed by directors is composed of the section's outstanding citizens, and members anticipate a highly successful fall fair. Secretary Atwood said.

Board is going all out for agriculture and has increased premiums for livestock and food exhibits. However, the Henderson Show, which has been held this year, with the Jersey and goats specifically for Future Farmers and 4-H Club members. Hennie Brock Shows have been contracted to provide the midway attractions.

## Bath To Install Hitching Rails In Parking Area

BATH, N. Y., July 31.—Altho several Western New York fairs have been canceled, Steuben County Agricultural Fair is planning to open on schedule, J. Victor Faucett, secretary, said this week. Faucett said that members believe that they owe it to their patrons to give them a fair, which they want this year above all others.

"The farmers," said Faucett, "are more enthusiastic than ever and we are looking forward to the best season in several years. Should it develop that the gas rationing ban on pleasure driving isn't lifted, we know that this people will come to the fair by bus, train and with horses, as they did years ago. If they have to use horses we'll install hitch rails in the parking area."

## Colorado Seeks New Crowd Mark With Ace Entertainment Layout

PUEBLO, Colo., July 31.—With a strong entertainment program signed, Colorado State Fair is setting its sights on topping last year's attendance mark of 105,000. Manager Frank H. Monas revealed here this week.

"We don't expect the State to be fully represented this year, either in exhibits or in attendances," Monas said, "but we expect to hold a first year's attendance mark thru petrochemicals in camps and air bases and war workers within a radius of 100 miles. All outdoor attractions in this year's year have been drawing capacity crowds."

"Leo J. Cremer again has the contract to direct the rodeo. Contests will be held afternoons and nights, and horse races will augment the afternoon programs. Theatre-Duffield Fireworks Company has the contract to put on the fireworks display nightly in front of the grandstand. There will be reproduction of the bombings of Europe, naval battles and patriotic poems. Dodson's World's Fair Shows will again provide the midway."

## Louisiana Frames Junior Stock Show; Military Theme Readied

SHRIMPSPORT, La., July 31.—Board of directors of Louisiana State Fair this week voted to hold a junior livestock and Canning Show in lieu of the annual State Fair here. Show will be held on the regular fair dates. It was reported. In announcing its decision, the board said that "now more than ever" the fair should encourage the farm youth in greater production, which will play an important part in the winning of the war.

Attractive premiums will be offered on beef and dairy cattle, hogs, sheep, horses and mules, poultry and canning. Junior cattle raisers will be invited to make displays, especially of stock they have for sale. Many government and service agencies will be offered display booths as well as the booths for the sale of War Stamps and Bonds.

Armed forces will be given space for recruiting and to display equipment from all branches of the service. Barnes games have been scheduled, as well as several other features. Fair has the endorsement of the State College, the Department of Extension and other State agencies. With a crowd of 100,000 within a short distance and everyone working, attendance is expected to be high. With liberal spending money.

Livestock and canning exhibits from any farm boys or girls who wish to en-

## Conklin Reaching Toronto's 2d Annual Fair for Britain; War Victim Fund to Benefit

TORONTO, July 31.—President J. W. (Patty) Conklin, of the Conklin Shows, arrived here from Saskatoon, where the provincial exhibition under the Western Canada Class A fair tour of the shows to prepare for the second annual fair for Britain in August.

"To anyone who thought this was a big event," said President Conklin, "I can say that the fair will be at least twice as big this year. We have many number of innovations to present."

Fair will again be held at the Riverdale Park grounds, under 'Toronto District Business Men's Council auspices, with receipts going to The Evening Telegram's Fund for British War Victims. Last year's fair, which replaced the Canadian National Exhibition, resulted in a donation of \$45,000 to the fund, while

\$60,000 was given to other war services. During the run paid admissions totaled \$47,000. In addition to the Conklin Shows, there will be the Western Canada Class A fair tour of the shows sponsored by the Dominion and Provincial Governments, army, navy and air force, Red Cross, aircraft industry, munition plants and a number of other war services.

## Red Lion Ends On Right Side

RED LION, Pa., July 31.—Overcoming numerous wartime obstacles, 26th annual Galt Weck Fair here, July 19-24, came to a close "with flying colors." R. M. Spangler, secretary and general manager, said. Bypassing the gasoline ban on pleasure driving, labor shortages and lack of commercial exhibit handicaps, this year's attendance and spending on the midway was nearly up to par, Spangler added.

Galt was about 12 per cent under other years, and this year marked the third time in the annual's history that the fair did not suffer from rain. Spangler said a meeting of the fair board of directors is to be held next week to begin work on plans for the 1944 program.

## Wapakoneta Plugs Food; Heavy Act Schedule Is Booked

WAPAKONETA, O., July 31.—Carrying out Secretary of Agriculture Claude R. Wickard's "Food Will Win the War and Write the Peace" slogan in all departments, Wapakoneta County Victory Fair has completed plans for this year's annual. Harry Kahn, secretary, has lined up an impressive array of acts for the fair's continuing scheduled program. Includes Lima (O.) Westinghouse Band and Chorus, Cavaleade of Stars, WLVW On Parade and Boone County Jamboree, Harlan Jamboree and Henry Hedges All-Star Victory Review.

Kahn said that \$300 in War Bonds are to be awarded to the fair's top prize-chance prizes. Also on the bill are a historical pageant, cooking school and food preparation contests, canning demonstrations, 4-H Club style revue, and light-heavyweight horse-pulling contests on two afternoons.

Horse riding will be presented on three afternoons, while fireworks displays will be presented on two nights.

## Estevan Draw Best In Last 20 Years

ESTEVAN, Sask., July 31.—Largest crowds in 20 years turned out for this day's two-day summer fair. Short of the annual number of attractions, some departments, the program was rounded out with concentration on the encouragement of young agriculturists.

On the first day there were 2,807 admissions at the main gate, and 1,561 for the two grandstand performances. The second day saw 5,318 page thru the main gate, and 3,914 go into the grandstand. Figures for the day's business were not at hand. (See Estevan Draw on page 58)

GRESHAM, Ore.—"Food in Victory" was the theme of the annual Multnomah County Fair here. Manager A. N. Lee said horse racing would be one of the features. Exhibits will be limited to Multnomah, Clatskanie and Washington counties in accordance with government requests.

## Donaldsonville Gives Bonds

DONALDSONVILLE, La., July 31.—Catalog for the annual South Louisiana State Fair is in hands of the printer with awards to be entirely in War Bonds and Stamps. The fair will be managed by Vickers, announces. Sponsored this year by the Louisiana Citizens Defense, the fair will be the day's draw of eight. It was reported. Annual will open with School Day and end with Louisiana Day, and shows and displays will be main speaker. State Extension Department will be in charge of agricultural exhibits. Participants will participate in the services will have exhibits and participate in the program.

## Weyburn Count Up; Stock Sales Strong

WEYBURN, Sask., July 31. — Weyburn's two-day fair was one of the most successful ever put on by the Weyburn

Agricultural Society, officials reported. Not only was the attendance up over last year, but exhibitors of livestock drew more favorable comment from the public and men prominent in livestock circles. Success was achieved despite restrictions on railway and highway travel. The livestock sale on the second day brought close to \$11,000. Fair was officially opened by Hon. J. G. Taggart, Saskatchewan Minister of Agriculture, who said that the fair directors were entitled to good support from the public in their work of maintaining a high standard of agricultural fairs thru difficult years.

Features included horse racing and a farm boys' and girls' camp. George Hamilton provided the grandstand attractions, and E. J. Casey Shows were on the midway.

## Langdon Finishes With Record Grandstand Mark

LANGDON, N. D., July 31.—With the final night's grandstand show setting up a high record, the Cavalier County Fair chalked up one of the most impressive runs in its history July 31-14. The county fair, at Langdon, which had been enlarged to care for over 7,000, was overcrowded at the final presentation, which featured Lulu Belle and Scooty, WLS Barn Dance, and a troupe from WDAX, Fargo, N. D.

County-owned horses in the free-for-all also attracted an exceptional crowd for the afternoon program, and fair officials said receipts were excellent. Inclement weather, just before opening, cut attendance at the beginning and kept the livestock entries down, but the fair as a whole was far above expectations, officials said.

Keep 'Em Smiling here, provided by Williams & Lee Attractions, with Lew Fine as emcee, proved a big draw. Attraction line-up also included Artie Lassies, LaSalle Trio, Morales Brothers, Roebuck and Lee and Ray Franklin. Reynolds & Wells Shows were on the midway.

## Warren Registers Click Run; Gate Hits 10,000

WARREN, Minn., July 31.—Three-day 37th annual Marshall County Fair drew record crowds, with attendance totaling 10,000. Officials said the annual was one of the best in the fair association's history.

"Thru the year's receipts," said O. M. Matson, secretary, "we expect to be able to pay off all current operating expenses together with a major reduction in indebtedness incurred in construction of the grandstand."

One of the features was the final day's livestock parade, and an amateur contest in the final night drew well. Grandstand program was presented by Jule Miller, and Northwestern Amusement Company. International Revue was the night feature.

## Pembina in Attendance Increase at 3-Day Run

HAMILTON, N. D., July 31.—Good weather and an unusually hungry community put Pembina County Golden Anniversary Fair over in a big way here July 15-17. Splitting the week with Cavalier County Fair, the annual was one of the best in the county's history. In the final night drew well, and race track was packed, with 8,000 on hand.

Williams & Lee's Keep 'Em Smiling Show, with Lew Fine as emcee, coming here from Cavalier County Fair, Langdon, where they obtained great publicity, was the big attraction.

Reynolds & Wells Shows were on the midway and chalked good business for the three-day grandstand show. Included Roebuck and Lee, Morales Brothers and Daisy. A big livestock parade, horse races and a Bowery dance proved popular.

## Rockester To Continue in 1943 Despite Fire Losses

ROCHESTER, N. H., July 31.—Secretary Ralph Caine said this week that the Rockester Fair will be held as usual despite the loss of a large section of the livestock sheds in a fire early this month. Some rebuilding will be done, but lumber and building restrictions may make it impossible to rebuild the quarters as they were before the fire, he said. The loss, which was of undetermined origin, had an estimated \$20,000 damage.

## O'NEILL'S COMEDY AND TRAINED MULE

Rodeos—Fairs—Outdoor or Indoor Events

America's favorite trained mule Shamus doing acts just like any first-class horse. One act has her walking a 14 ft. wall, 6 inches wide, up from the ground and riding a rearing pedestal a foot square.

## ALSO MIDGET HORSE 36" TALL

A good travel feature. Write for complete information today.

HAROLD O'NEILL

R. 1, Box 491 Fair Oaks, Calif.



**I'm going up and taking a look at the clouds**

**Seline V. THE STRATOSPHERE MAN**

World's Highest Aerial Act!

Presenting the only 35 ft. earing handstand from a high position—ball and acrobats that amaze at every show. Some time open for a rare date. Wins or writes today.

Permanent Address: Care The Billboard, Cincinnati 1, O., or Rep. Bureau-Circulators, Chicago, Ill.

## STONEBORO FAIR

ALWAYS ON LABOR DAY

Date—September 3rd to 6th.

Want Rides, Shows and Motordrome.

Wire WALTER PARKER, Sec., Stoneboro, Pa.

## WANTED

Good Clean Carnival

## Elko County Fair & Nevada State Livestock Show

September 3, 4, 5, 6, 1943

Downtown Location. Contact HAYDEN HENDERSON, Sec., Elko, Nevada.

## WANTED

GRANDSTAND ATTRACTIONS  
Madison County  
Fair Association  
Huntsville, Alabama  
September 13-18

## WANTED

RIDER, CONCESSIONS AND FREE ACTS for  
PRICE COUNTY FAIR  
September 2nd-5th, Phillips, Wis.  
KOWIN J. FOSTER, Treas., Phillips, Wisconsin.

## ST. LOUIS COUNTY FAIR

Practice, Minn., Aug. 19-21.

Want Rides, Shows and Concessions.  
Fair grounds inside city limits of Duluth.  
A. J. SUNDQUIST, Sec.-Meyr, Proctor, Minnesota.

## WANT

SHOWS, RIDES AND CONCESSIONS FOR  
Buncombe County Dist. Fair and Home Coming  
AUGUST 28-29.

Can change date to September 15-16. Grounds in heart of city. Wire E. W. PEARSON, Sec., S. Bufile 80, Asheville, N. C., if interested.

## WANT CARNIVAL

RIDES, CLEAN SHOWS AND CONCESSIONS.  
FREE FAIR, Aug. 20-21-22.

Write LEON J. B. SEXTON, Wadena, Minn.

## AKRON AGRICULTURAL FAIR ASS'N

Akron, Indiana, Sept. 8-9-10-11, 1943  
SADDLE HORSE SHOW, Sept. 12, 1943  
Want Free Acts and Concessions.  
WILLODEAN BALL, Assistant Secy.

## WANTED! Concessions and Rides CLEVELAND PRESS

## HARVEST FESTIVAL

Cleveland Public Auditorium, Sept. 4, 5, 6

Biggest Fair Ever Staged in Cuyahoga County — Attendance Estimate 60,000, Rain or Shine.

Write or Wire Midway Mgr., Harvest Festival, Cleveland Press, Cleveland, O.

## WANTED FOR AUG. 9-14

## ELKHART COUNTY FAIR, INC.

Operated by Goshen Post 30, American Legion of Goshen, Indiana.

Concessions of All Kinds, Shows, Rides.

This is One of the Best Fairs in Indiana.

There Has Not Been a Carnival in the County This Year.

Every Factory on Defense Work.

Contact JOHN STACK, Secretary, Goshen, Indiana.

## "BEST SHOW TOWN IN THE MIDDLE WEST"

WANTS INDEPENDENT SHOWS, GAMES AND CONCESSIONS  
Three days — Free Cote "Big Veterans" Day Wednesday, Soldiers, Sailors' Reunion  
See Dry Only, August 21-22, Inclusive.

## MARION COUNTY FAIR

W. R. HANCOCK, Secretary, Salem, Illinois.

## Independent Shows and Concessions Wanted For

## RICHLAND COUNTY FAIR

OLNEY, ILL., AUGUST 31ST-SEPTEMBER 1-2-3

Rumbl's Rides Booked.

W. H. SCHULTZ, Secretary, 108 N. Fair Street, Olney, Illinois

## WANTED

Three or four Entertainment Acts, such as Comedy, Animal or Trapeze Acts, to fill in spots between Rodeo and Horse Racing Entertainment at the

## ROSEBUD COUNTY FAIR

FORSYTH, MONTANA

Two performances on September 9 and 10 in the afternoons. Correspond with H. L. DUSENBERY, Secretary-Manager, Rosebud County Fair, Forsyth, Montana.

## The Chaffanooga-Hamilton County Interstate Fair

WANTS THE FOLLOWING CONCESSIONS:

American Palmistry, Jewelry, Candy Floss, Frozen Custard, Crackerjack, Crab joints. Dates—Sept. 16th thru the 25th.

MAUDE H. ATWOOD, Secretary, Rm. 420, Volunteer Bldg., Chaffanooga, Tennessee.

## BATH, N. Y., FAIR

SEPTEMBER 14-18, Inclusive.

Don't Listen to Rumors! This Fair Will Operate on the Above Dates.  
For Space Write J. VICTOR FAUCETT, Sec'y., Box 470, Bath, N. Y.

## WANTED—Midway Shows and Concessions

## WYANDOT COUNTY FAIR—September 14-17

UPPER SANDUSKY, OHIO

Will rent large Dining Hall with electric and gas ranges, running water, seating capacity 500, for duration of fair. Contact H. A. HUDSON, Sec.

Conducted by WILLIAM J. SACHS—Communications to 25 Opera Place, Cincinnati 1, O.

## Ops. Patrons Whip War Aches To Give L. I. Resorts Red Line

**FAR ROCKAWAY, L. I., N. Y., July 31.**—Despite the numerous difficulties which patrons impose upon themselves, particularly in the nature of transportation, Long Island beach resorts are enjoying an unusually successful season. Before Decoration Day, which is certain-raising time on amusements in this area, many operators were so frustrated by the steady string of wartime restrictions that some threw in the sponge and decided it was a fruitless task to go on. The harder one sticks the severe curbing on night lighting on the Boardwalks was the hardest of the sticks to take.

Money is plentiful in these parts, and the weather hasn't been too good thru most of July, spenders have not allowed that to discourage them.

Patrons have jammed themselves in buses and trains and good-naturedly endured the crowded straits of such transportation under war conditions to get to the shore. One of the commendable features has been the manner in which transportation services have been able to handle the situation, which in instances called for handling far more than the usual amount of patronage.

On two week-ends thus far, the Rockaways and Long Beach averaged a total of 1.5 million visitors. Other spots 10 miles further out on Long Island than Rockaway, and is confronted with more serious limitations on patronage. In normal times about 90 per cent of its patronage makes its way to the resort via motor, Jones Beach has been pretty badly hit. Under terms of the Long Island State Park Commission, of which Jones Beach is part, have also taken a wallop, as these spots, in many instances, to provide for tourist trade and are remotely situated.

Amusement people have improvised unusual plans to get around the dim-out regulations, which, for obvious reasons, are severe around the ocean-front region. In some instances, special lighting arrangements have been created.

## Reid's Portable Finds Tampa Good

**TAMPA, July 31.**—Reid's Playland Park, portable amusement operation owned by Mrs. Mabel K. Reid and managed by Earl A. Reid, has had its first nights due to rain since its opening on a location three blocks from the heart of Tampa January 1.

Before moving here, Reid's Playland Park was located seven years on the beach at Jacksonville, Fla., but due to the blackout in force there this season was forced to seek another spot for the duration. Mrs. Reid expects to return there after the war, as her lease there still has five more years to go.

Mrs. Reid purchases ample grounds for her local venture a block from the bus station, which brings large crowds of servicemen to the funspot nightly. Reid says she has plans to make Playland here a permanent amusement zone, as the prospects are good for year-round operation.

Playland is operating with five rides and 19 concessions. Sam Moore has the candy name; Bob Colman has the cotton concessions; Jerry Ott, three; Harry Dennis, two; W. W. Anthony, one; Orville, one; and Reid, one. Reid's two sons, Miller, two; R. C. McQueen, two; William Leckon, one, and Mrs. Harry Bowles, one. Rides are the Merry-Go-Round, Ferris Wheel, Octopus, Wild-Whirl and Auto Scooter.

Money is plentiful here, what with the shipyard working day and night.

## Events, Free Acts Boom Pontchartrain

**NEW ORLEANS, July 31.**—With more special events carded this season than during any peacetime year, attendance at the Pontchartrain has been the highest well ahead of previous years. Manager Harry Batt reports. Batt has named Auto Scooter for selection for the next two years for competition in the Atlantic City contest. Miss New Orleans Junior was selected before a jam of 50,000 last

Pontchartrain continues practice of double free acts each week. New attractions for the week end were Golden Mystery Man, and the Walter Guico Duo.

to shield the rays from outside view.

In certain Boardwalk areas, concessionaires have been told that employees should avoid behind the counters like shadows. Electric company officials say the same rule on Long Island beach amusement areas has been outlined almost 60 per cent.

Playland Park in the Rockaways, Long Island's largest single amusement venture, is going full speed, thanks to the resourcefulness of electrical engineers who managed to make the ocean-front spot brightly lighted thru-out and at the same time keep within the realm of stipulations.

The difficulty in obtaining supplies of ice cream, soft drinks, candies, etc., have worked hard to make the refreshment stands, quite a few of which have been compelled to shutter. Biggest demand is for ice cream, which is in scarce supply for all items. Some spots have not had ice cream as long as four and five days of each week.

Concession men are in a pretty hard to get, and in some cases coupons are being issued, with concessionaires hoped for handling the eventually merchandise will be available.

## Utah Playspots Crack Old Marks

**SAULT LAKE CITY, July 31.**—Reaching a climax in business July 24 and 25, which in Utah is the peak of the summer season, Utah resorts reported the season's best business in many years. Over-all take for the first half of the year also has been well over record figures.

Concession men in Utah this year is celebrated more in Utah than Decoration Day. Operators here their half year's earnings are based on that date. At Black Rock Beach, on Great Salt Lake, Saturday and Sunday business was up 25 per cent over the average of that of the same period for the last 10 years. There was a turnaway each weekend at the bathing and swimming beach. Sunday, however, the same was true at Sunset Beach, which suffered damages earlier in the year from a blow. Saltair and Lapson, the two largest amusement resorts in the area, have closed because of lack of equipment. Some Springs, in Weber Canyon, near Ogden, also has been closed capacity on week-ends all season, with better-than-average business on week-ends.

Distant picnic spots and mountain resorts, those beyond the 40-mile gas station units, have been in demand. Some have been able to maintain their establishments with skeleton crews. Success of the two beaches, Sunset and Black Rock, will probably induce others to remain open during the 1944 season.

## Coney Island, N. Y.

By UNO.

This resort made the news four times during the week ended July 24, while the weatherman continued to serve sunny weather.

First was a letter sent by the French consular complaining about the shortening of a French hotel's company was involved in the culprit. Second, Pop-Em-In games ordered to close of change operations. Order was complied with some shutting any others trying out new money-makers. Third, photo galleries now abiding by another order from Petty Officer Matthews to close. Fourth to charge low prices (one for 35 cents) to all servicemen. Fourth, Mardi Gras Committee, soliciting contributions. Fourth, many distinguished, having in mind last year's fete which, because of the dim-out, proved an indistinct spectacle and very disappointing. They counter with an idea calling for elimination of the event which would tend to lengthen the season to the middle of October.

Miscellaneous—Tom Burns Sr. and Jr. are the oldest sign-poners on the Island. Junior's uncle was the late Dr. John C. Burns, who died in the Pacific war. medico. . . . Sol Baron, formerly with Coney's Bargain's gift shop, is now a mascot in the Brooklyn show yard. . . . Buck O'Neil, of the Pacific Coast game, a songwriter on the side, has com-

## Gerety in Solid With Army; Polio Cuts Kiddie Biz

**SHEVEPORT, La., July 31.**—B. S. Gerety, prominent carnival showman and manager of Fair Park, amusement center located on the outskirts of Shreveport, has made himself solid with thousands of soldiers in this area thru the many concessions extended them. Recently some 1,100 soldiers have camped overnight on the fairgrounds and that evening took over Fair Park, and had a great time until called back to quarters at 11:30 p.m.

The Servicemen's Center in downtown Shreveport has been furnished with free tickets to the park and its many attractions and hundreds of servicemen and women have taken advantage of Gerety's courtesies.

Leslie Seibert, chairman of Servicemen's Center, says that Gerety is the first local amusement place to have extended courtesies thru his organization, and his office furnishes tickets each day to the first 25 servicemen or women who call at the center.

Fair Park not only has proved a mecca for servicemen in this area but also to thousands of Shreveport amusement seekers.

Due to the prevalence of infantile paralysis (poliomyelitis) children's attendance has dropped the last several weeks. There is a special children's day for 15 years or younger attending public gatherings.

## Calin's Headed For Record Run; Kratz on Staff

**BALTIMORE, July 31.**—The recent Battle of Britain Day at the Navy Park exceeded all expectations, according to C. A. T. Miller, events director, with the rides and pool taxed to capacity. The record for the record, the largest attendance is scheduled for August, and with a break in the weather the record could be broken. Calin's record for the 1942 season mark in both receipts and attendance, Miller says. Experience of the last year's record was when attendance hit a new high.

Dick H. Kratz, well-known producer of the show business, has joined the executive staff at Calin's to expand the recreational and amusement facilities of the amusement spot in keeping with the expansion of Baltimore's population. He comes here from Rhode Island Park, Narragansett, N. Y.

General Manager John A. Ourlin Sr., who has been sponsoring shows for the various army camps in this area, will continue along the weather permits.

## Coney Island, N. Y.

By UNO.

posed another, *Der Sauerkraut Is Sour*, successor to *Der Fuehrer's Face*. . . . Virginia Clifford celebrating her 10th year in the show business. . . . The gallery on the Bowery, where George Blum presides in the darkroom. . . . Kautman, an island business man for 32 years, is now part of the Adia Amusement show across the street. . . . Traa is a happy girl revue impresario these days because of the return of her pet pony, Dinah, and her car, containing all her wine bath wardrobe. Stolen by thieves and found by the police the other day. . . . Angelo Mader, a show transfer from Pop-Em-In on Surf into a Hit-the-Axis-Pan game, with Bill Berkman and Al Stein as assistants. . . . The show transfer, with Adia, general utility, have moved from Rosen's to the Mammoth freakery, where Robert Russell, former nitery performer, will continue to show. . . . Henry Stubbmann, an island business man the last 38 years, has increased his popularity. He operates a Carousel, bar and grille and the Sinner Hotel on Surf near West Fifth. . . . Charlie (Broadway Charlie) Hunt is celebrating his 72nd birthday. . . . The bar at the Bowery Barn. Not ready yet to retire and claim to be the oldest barkeep in the biz. . . . Dave Rosen, laid up three days with a heart attack.

(See Coney Island on page 58)

## Late Opening, Rain Wallop Jeff, Detroit

Lack of help keeps many rides, concessions dark—biz way under 1942

**DETROIT, July 31.**—Business at Jefferson Beach Park, which reopened four weeks ago under management of Jefferson Beach Park Company, Inc., has been considerably under that of 1942 as the result of a double handicap of a late opening, which was little advertised in the middle of the season, and excessive rainfall.

Another factor is that a number of the special rides and attractions and many concessions remain closed due to shortage of help and concessionaires. Even the Penny Arcade is dark. With so many attractions closed, gross business has been slashed far below that of last year.

Plans for an extensive promotion program for 1944 are being made, according to Jack Stevens, who returned to Jefferson as manager this season, a post he held up to two years ago. Mystic Tower and other rides, which were closed in 1942, as they are considered a slight fire hazard, Stevens said. No plan to have scheduled for this season due to the late start.

Numerous improvements, including enlargement of the beach and construction (See Jeff, Detroit, this on opposite page)

## Galveston Pier Makes Bow Soon

**GALVESTON, Tex., July 31.**—Opening early in August of new \$1,500,000 Pleasure Pier, which is being constructed on the Mexico at 25th Street on the Galveston Beach, is announced by Mayor George W. Frazer.

Details for operation of the pier, which includes dance hall, theater, convention hall, concessions and fishing area, will be forthcoming soon, Frazer said, with the city advising the RPO that it is willing to assume charge, also intended to supply money beyond the service of \$800,000 in bonds voted by the city to help in construction.

Bonds of \$1,000,000 in RPO construction bonds calls for a \$22,000 semi-annual installment payment in September, which the city already said it would not be able to meet by city funds alone. The bonds constitute a lien on the pier, returns secured by revenue.

## Gas Easement Hypes Ocean City Closes

**OCEAN CITY, Md., July 31.**—A record wartime crowd of approximately 30,000 people gathered at the beach for the Sunday, the first week-end that auto owners were permitted to use their cars for vacation travel with the okay of the RPO. Vacationing has been pretty feasible since July 15, but many motorists found it impossible to take advantage of it until their No. 6 ration coupon became usable July 22.

More than 8,000 residents of Baltimore County have been granted permits to use a gas rationing ration coupons for vacation purposes. Ten per cent of the applications have been refused, according to State OPA rationing officials.

Last week-end crowd was more than twice as large as that of any previous Saturday and Sunday this season.

## Philly Spots Click 'Em Off

**PHILADELPHIA, July 31.**—In spite of the general curfew to the South Jersey resorts, local amusement parks enjoyed capacity crowds last Sunday (25). The Philadelphia area has been pretty feasible since July 15, but many motorists found it impossible to take advantage of it until their No. 6 ration coupon became usable July 22.







# The Billboard

By CLAUDE R. ELLIS

CINCINNATI

AN EXAMPLE of tenacity of purpose with results satisfactory to all concerned was the '43 season show at the Western Canada Class A circuit. Reiding that the four exhibitors in Brandon, Calgary, Regina and Saskatoon would represent substantial impediments to the fair boards overhauling and dismantling obstacles to carry thru. They consider their determination and ingenuity to have been worth while is evidenced by their unanimous vote on July 22 to hold the fair next year. Public response and a feeling of accomplishment dictated that action. That it was possible to present the essential entertainment aspect along with the patriotic and educational bulwark was due largely to the understanding and efficiency of the amusement centers who served them. The season's line-up of fairs in the Prairie Provinces, however, that the go-getting provincial managers have no monopoly on willingness to tackle tough jobs.

DOUGLAS K. BALDWIN is still show-minded in his berth with the American Red Cross at a Poole station. DOUG, who resigned as president of the IATSE and as manager of Alabama State Fair, Birmingham, to tackle EC work, has written to our press, Walter Evans, in part: "Clippings from your family educator and fireside companion have been being sent to me with the hope that I will go back there in my absence. Need I say that a session with even a section of The Billboard is like a visit

home? Well, not exactly—but, anyway, it's darned good. With I could give you a complete picture of the circus—what it can't be done. Busy trying to co-ordinate the fair, camp, recreational, sporting and capital programs into a smoothly working opus. And before the way things are going every day is like the day before an opening. And, somehow, we have to be away even to get ready for the airpuffs of the new day that comes along regularly. Hope it won't be too long before we can get together on the Carpet in the Sherman to fan over what's happened on both ends of the line. In the meantime, I can report that we are doing a terrific business at this stand end expect to break all records."

DURING the Greater Cincinnati engagement Clyde and Harriet Beatty were guests at the home of Mr. and Mrs. Henry Osterkamp, who like to hold open house for circus friends. The Osterkamps and party saw the night performance in Norwood after a visit to the backyard. How Henry needed to rest days when his domicile had been enlivened by the presence of Frank Braden, Pete Stuntino, Steve Henry and other avid trouper. John Robinson IV, one of the members of John Robinson's Tenth 11, Circus Fans' Association, Cin., looked over the Beatty-Wallace Bros' layout in Norwood. . . . Henry Ringling (brother of the Ringling Bros.) was in the Grapvine has it that if the Ringling show does not by-pass Cincinnati it will not play here until Sep-

By NAT GREEN

CHICAGO

THIS no pretty picture of Hollywood that Marcia White, the writer for *The Chicago Tribune*, has been painting in her stories from the film capital. Motion picture men are fond of saying nasty things about outdoor show business, their distastes no longer being in touch with what is going on. They don't like to see outdoor attractions cut in on what they have come to regard as their private preserve. If even fourth of what Marcia White tells about conditions in Hollywood is true, the picture people had best lay off other branches and use a little speculo on their own. Marcia opens no words, but she has plenty of finger-holding and finger-pointing. If *The Trib* has a sincere desire to remedy the conditions it says exist, there will be follow-up on these stories. If it doesn't follow thru we can set the stories down as just another circulation stunt.

WHEN a columnist and a press agent get together there's no telling what will happen. The p. a. is pretty sure to have some ideas—often nutty, but if he catches the columnist staring at white paper and wondering how to write, chances are he'll set the scrivener an idea, however screwy. Irv J. Polack's praise agent, Sam Ward, evidently caught Doug Welch, *Seattle P-I* columnist, said ideas for the moment. Sam's not exactly in the better class, so when Welch pleaded paper shortage as an excuse for not running any double-column cuts Sam av-

idently said: "Well, half a hog—or elephant—is better than none." Which was Doug needed to start his brain perking. Result was a column decorated with half portions of various animals that decorate the Polack show and some nice publicity for the circus.

BILL BODDY, who has agented just about everything that has gone over the road in the last 40 years, dropped in on the boys in Chi last week looking hate, hearty and prosperous. He's been out on the West Coast the last couple of years. Says the people out there are show hungry. He's got plenty of dough, according to Bill. He left for New York and will agent one of the fall legals. Last seen of him before he left was in the Chicago office, where he was backed in a corner and was trying to sell him a tie. Just trying!

TOM HUGHES has turned circle and is operating Hughes Bros' Circus, which he describes as "a side-wheel 11-cent circus with canine swimmings, along with my talkies." Tom wrote a letter to the boys, saying I have used your suggestion about that barber-shop quartet idea, along with my hillbilly lambore, one of the attractions with my circus. It's great so far. They will like the idea of singing "barber-shop" style. Will use the gag each week, thanks to you." . . . Speaking of barber-shop quartets reminds us that Harry Armstrong, 64-year-old author of that

tember, . . . Melvin D. Hildreth, CFA, Washington, in the Circus Department in this issue, has it figured out that many truck-show equipment problems will be over soon after the war ends.

SHOWMEN and concessionaires with some carnival sans fair routes are looking around. . . . T. M. (Tommy) Allen is still in Starke, Fla. . . . Edward J. Hollinger is visiting in Chicago, looking for a place to announce fall and winter plans. . . . Mike T. Clerk, retired g. a. of former S. W. Brundage Shows note, takes time out to take a change and progress (7) in the big as exemplified by some shows in the Indianapolis area. . . . Mrs. Don A. Dietrick, Bellefontaine, Ohio, is planning in the race case report of Ohio Fair Management Association. . . . The National Fair and the prediction of a bang-up season for Buckeye annuals. . . . Anniversaries noted of the deaths of two outdoor stalwarts—Orville W. Hennies and Abner E. Kline.

IN the "Hoosier Homespun" column in *The Indianapolis News* of July 23 Sally Martin, writing on *Circus Days*, would you wonder if you are not your folks and my folks are glad this American custom has been passed along from generation to generation, affording a chance to see the show when we can take the children and let them enjoy the show fully as much as we do." . . . Frank B. (Dutch) Hildreth, editor of *Hoosier*, writes about Frank West's Shows, sporting from Charleston, W. Va. . . . Mel Smith gave Ciné another editorial in the week. . . . When bosses have general agents for few words, the phone bills are not so big.

greatest of all barber-shop songs, *Sweet Adeline*, has been in town for some time. Since the late sixties the song has paid Harry \$75,000 in royalties and still brings him a nice bit every year. . . . C. Sedmayr in from Davenport for a brief visit. . . . J. McCaffrey back from a trip to Birmingham. . . . Oscar Gompel, manager of the Chicago Circus, was in army last Tuesday (27). The previous night he was tendered a farewell party by friends in Rochester, Ind. . . . J. C. (Tommy) Thomas back from a southern trip. . . . Leon Handberg for Toledo on his *Stage Door Canteen* job. . . . Happy Kellems, in from an engagement at Kenneywood Park, Pittsburgh, played the Midway Grocers' Association Circus Saturday and Sunday and is starting a string of fairs for Barnes-Caruthers. . . . The clan is gathering in Chi. Bill Coleman, Ab. Butcher, and other people have been on the job for a couple of weeks and there of the advance are momentarily expected.

FROM the boys in the service: Pete. Ernest M. Toney writes from the front, where he is with the Aleutians or Alaska, that he saw in *The Billboard* that the Ringling show was sending posters to the outposts of the armed forces and he would like to have some of them at the camp where he is. From what we can learn those "Coming Soon to Tokyo and Berlin" Ringling posters are distributed to the far corners of the earth. . . . George A. Crowder, who is somewhere over the equator, writes: "Some of the people I have seen would identify Pete Korte, Alim Kelly and some of the other boys." . . . James J. Gorman, with the Al. Barracks, is now in the major and he sends some interesting circus notes from England, where hardy circus operators are carrying on despite the war.

## POST-WAR PREVIEW

(Continued from page 38)

wants to be the sort of a kitchen on wheels. It will be necessary to have conveniences in operation including automatic dishwashing and sterilizing machines.

### Independent of Towns

Then, in his ideal set-up, he wants a laundry unit to make the show independent of the town brigands who come to the show. He wants a lot before the show leaves town. It must be an automatic laundry capable of taking care of the heavy work, such as the clothing as well as shoes, costumes and such items on an outfit which must be clean.

Next, for the dream show, he wants sleeper trucks to take care of the work. Personnel so that good men may be kept in the show, away from the practice of sleeping under a tree or in rolled-up canvas.

Then, the showmen and pole trucks of late design that will operate without breaking down and give to the showmen a more comfortable and showy different from that which they now get by looking at a 1930 model truck. Again, he wants trucks capable of assisting in the show, such as lifting canvas, pulling out of the mud and so on.

### Not of Dream World

But this ideal truck show of the dream world may not be such an utter

impossibility after all. The United States Army has such trucks right now and at the close of this war, which in its European phase is rapidly nearing its close, the trucks and trailers are going to be for sale and for little money.

The army repair trucks have everything that a showman could want. They are equipped on wheels are of the very latest modern design, equipped with everything to aid in the work of the showman and the showman of dishes. The laundry truck would pay for itself from a grateful personnel. The sleeper truck would be a real help in keeping a better and more loyal type of workman so necessary if the outfit is to get up in the big time.

Lights for antiaircraft are supplied by generators certain of performance. Such a light plant will give to the showman constant power and abundance.

### From Pick of the Army

Our army will have more than 1,000,000 motor vehicle to sell as surplus equipment after the war is over. The army will have a lot of surplus equipment of the lot and for very little money re-framed his motorized outfit so that it is modern, efficient and cheap. The army will keep one eye on the front page of his newspaper and another upon the surplus property reports of the War Department.

Thus the motorized show of the future will come into being. It will be a show without having to depend upon uncertain tradesman for a single item. There will be no cookhouse or commissary problem. There will be no disaster due to lack of repair. The United States Army has done a necessary pioneer and the showmen will reap the benefit.

## WINNERS FOR ARTHUR

(Continued from page 38)

engagement in Longview was equally as good, with the twin cities of Longview and Centralia turning out big. The one-day engagement at Chehalis, where the circus straw horses at both performance. The city officials co-operated 100 per cent. The circus engagement at Olympia was most gratifying. The circus staff entertained city, State and county officials in the office.

Martin E. Arthur returned from a trip to Seattle and then departed on a three-day tour to Portland on business. He was accompanied by his wife, Dolores, and son, Richard. In celebration of their anniversary, Arthur presented Mrs. Arthur with a diamond-studded bracelet and a diamond-studded wrist watch. James Woods, manager, made a hurried return to Seattle after a Longview engagement. Harvey Walters, publicity agent, left for Seattle and Tacoma on business. Mrs. Calvin Miles returned to Olympia after a week's visit to her daughter, who was married in Eugene, Ore. Mr. and Mrs. Frank Yagla entertained circus folk at a week-end party. Mrs. Mary Henry became the prima donna of the show and is featured during the evening leader performance. Mrs. Albert Berry returned from her trip to Springfield, where she went to bring back her son, Virgil, who was visiting his grandmother. Mellie Williams is coming back at a dinner at the St. Helen's Hotel in Chehalis. The dancing costume worn by Eleanor Valande during her trapeze performance received a lot of praise from a woman journalist on a Salem periodical following the circus departure from that city.

General Agent Everett W. Coe reports an excessive heat wave at Spokane as he continues on his booking tour into Montana and Idaho, while General Agent Arthur Blackwood reports the same situation exists in Yakima. Since their return to the circus, the circus has had Chinese troupe has held the regular location on the show. Conchita Escalante Salvadore has received praise for her many parts in the circus. From her wardrobe, William Newton entertained his son and family at Chehalis, where he was in the circus. The circus entertained circus folk at a cafe in Olympia.

## J. M. COLE IN MICH.

(Continued from page 38)

show coming in 10 days after JMO at Douglas. . . . Daniel, contracting agent, is back ahead after a three-week illness. Filbert was up ahead during his illness and he was back on show back in the week. He is getting plenty of big hits on Main Street, bumpers on cars and cards in the restaurant and buses. Johnnie Beya does a good job in laying out show each morning and marking the route. Show was in the city of St. Joseph, Mo., at Harbor. Bud Anderson's Liberty act and Eva, elephant, are scoring.

CALIFORNIA BILL STEFFEN, who was born pony boy on Russell Bros' Circus, is now with the army stationed at Fort Ord, Calif. He is coming back at a dinner and animals. He plans to rejoin the show just as soon as he amasses a stable number of army camps. He designed a new circus, William J. Steffen, Jr., 8000 G. St. Sec., Battery B-14, Ba. Fa. R. C. Fort Bragg, N. C.



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## Merchandise Trends . . .

CHICAGO, July 31.—All trade reports seem to agree that retail outlets showed increasing sales the third week in July as compared with the previous week and also the same period last year. Merchandisers are taking a keen interest in this trend because there had been some guesses that before the end of the month the deductions from pay-as-you-go taxes would begin to show up in sales. No such danger has shown up in retail trade yet. Merchandise leaders now fear this may encourage still more withholdings because the idea is already being talked up in government circles. Oklahoma City and Akron showed the biggest trade gains the second week in July.

**NEW JEWELRY TRENDS.**—Ceramics are now taking an important place in the jewelry world. Novelties are being made from such non-priority materials that resemble some of the fine old items and are selling for high prices. Pins and earrings to match are made up in smart designs, and there are some witty humorous pieces.

**PLASTICS FROM CORN STALKS.**—With so many new ideas in plastics being reported, it is important to note the trends in finding new materials from which plastics can be made. One of the latest reports is that corn stalks are useful for making plastics. This merely increases the sources for plastic materials in the future.

**LATE SILVER NEWS.**—When the government decided to release some of its silver, the price of silver in India soared immediately, showing how world markets shift. Manufacturers say firmly that there is little chance to get enough silver for increased jewelry and silver supplies for some months yet. Hotels and restaurants will get the first share of any extra silver.

**MORE CIVILIAN GOODS.**—The WPB recently relaxed curbs on 10 articles needed by householders. This shows that the WPB is really in earnest in relaxing the restrictions on civilian goods when possible.

**GLASS BUILDING BLOCKS.**—Specially merchandise firms have in the past made good with novelty items developed from glass building blocks. This field is not dead. A big department store in New York recently set up a whole section in the form of a bar, displaying novelties made from the glass blocks. The

(See Merchandise Trends on page 52)

FTC Hits Assn.  
On Price Controls

WASHINGTON, July 31.—A trade association last week received a cease and desist order from the Federal Trade Commission for trying to control prices in its industry. The association and its members are forbidden to perform any of the following acts:

1. Fixing, establishing, or maintaining prices, discounts, or terms of sale for button and buckle molds, or adhering to or promising to adhere to the price, discounts, or terms of sale so fixed.
2. Holding meetings for the purpose of agreeing upon prices to be charged or discounts to be allowed by the member respondents in the sale of their products.
3. Compiling or distributing price lists showing prices or discounts cooperatively fixed or determined.
4. Executing or agreeing to execute indemnifying bonds guaranteeing or purporting to guarantee the observance by the member respondents of any agreement with respect to prices or discounts.
5. Causing the books of any member respondent to be examined for the purpose of ascertaining whether such member had adhered to prices or discounts theretofore agreed upon by respondents.
6. Co-operatively reducing prices or allowing discounts for the purpose of forcing competitors of the member respondents out of business or compelling such competitors to sell their business to any member respondent.

Landscapes, still lifes, and prints, especially those of Western scene, stand highest in buyers' favor while the use of the ultra-modern types are not so popular.

## A Column for OPERATORS &amp; DISTRIBUTORS OF BOARD GAMES, SALESCARDS AND TRADE STIMULATORS.

By BEN SMITH

## OUT OF THE MAIL BAG.

B. H. of Long Beach, Calif., writes: "Am in the postcard game and need some good article. Would like to know where I can buy real diamonds set in rolled gold plated at about \$2.50 to \$3.50 apiece. Also good fishy ladies' and men's wrist watches, gold plated, at about \$2.75 to \$3.75 wholesale. I get The Billboard every week but am not a subscriber, as I am on the move all the time. I always read your articles on 'Deals' and they are very helpful."

A letter from W. C. S. Syracuse, N. Y.: "I have been operating in saleboards on a small scale for some time, but would like to have more information as to wholesalers, also premium and deal distributors. I have been getting some leads but they seem to be all dead stock and not too good in variety."

A boy in the service, stationed at Denver, Colo., writes: "Will you kindly send me a copy of 'Saleboard ABC's' and list of premium and deal distributors. It may be some time before I'm back in business but still want to keep contacts." J. C. G. of Vancouver, Wash., writes: "I have electric desk lighters, the kind mentioned in the July 3 issue. Unlimited quantities. Please send 'Saleboard ABC's.'"

The above writers are receiving personal answers. However, the letters are printed to highlight once more the need for spreading the gospel on merchandise which is available. There is no better way than thru the advertising columns of The Billboard. There is a nice live market here and a good volume of repeat business for those alert enough to go after it.

## HAPPY LANDING.

Post-War Boom Seen  
For Plastic, Rayon.

CHICAGO, July 31.—Two synthetic materials now devoted chiefly to military purposes are expected to enter vast new civilian markets after the war. A new material characterized by the highest softening point and the greatest toughness as any plastic in its type, will be the source of hundreds of articles in the post-war world. Zippers, vacuum packages, mats, floor, film, handbags, luggage and shoes, automobile springs, raton, for furniture and bearings, are just a few of the civilian products we may expect from this plastic.

Production of rayon fibre has increased more than 80 per cent since the beginning of the war and is now second only to cotton. Part of the gain is due to war demands on other textile materials. It is expected that rayon manufacturers will hold on to their expanded markets after peace comes. Military uses for rayon are for tent, parachute, gasoline tanks, powder bags and tarpaulins, but chemists are carrying on experiments for post-war rayon products, which include automobile seat-covering fabrics to match the outside paint color scheme of the cars, men's suits for rayon overcoats, carpet, furniture seats, shoe linings, belting cloth, coin cases and fine filter screens. Civilian goods for many kinds of other textile materials, such as sweaters, towels and table linens, blankets, and yarns, will be made of rayon after the war.

Artware Thrives as  
Wartime Economy

CHICAGO, July 31.—The war economy is ushering in a strong revival of interest in paintings, picture accessories and all kinds of artware, according to J. C. Good, general manager of the Merchandise Mart. Proof of this trend is shown in the 34 per cent increase in the number of firms located in the Mart handling picture frames. Factors in the growing demand for art goods are new stay-at-home habits, rubber pocketbooks and difficulties in securing heavier types of home furnishing and equipment.

Survey Shows  
Market Shift

One of most interesting phases of market trends now is shifts of population

NEW YORK, July 31.—That national markets will be different after the war due to the huge wartime shifts of population is shown in a recent survey of the National Association of Real Estate Boards. The survey, based on registration figures for Nation Book No. 1, point out that 40 per cent of the people who have moved into their big army producing centers intend to remain there when peace comes.

The figures show that civilian population of metropolitan markets has increased by almost 2,500,000, while areas outside these centers have declined over 5,000,000. Seattle, Portland, Ore.; San Francisco, Los Angeles, and San Diego show the greatest increases in population, and cities like South Omaha, New Orleans, Mobile and Birmingham are not far behind. In New York and Boston, however, substantial losses in population have taken place. It is estimated that more than half, or 55 per cent of the nation's population is now concentrated in the 138 metropolitan markets of over 50,000, which represents a marked change from 1940 when only 51.5 per cent of the total population lived in the metropolitan markets.

Flag Making  
Cut Protested

PHILADELPHIA, July 31.—A 60 per cent reduction in the manufacture of American flags for civilians is under consideration by the War Production Board, brought forward a vigorous protest from Congressman J. William Ditter of Pennsylvania. The proposed reduction applies only to American flags and leaves unchanged the production of flags of the United Nations manufacturers may produce, Congressman Ditter declared, and that such a production drop is being planned.

Speaking before a local civic body, Congressman Ditter, who is also chairman of the House Republican Congressional Committee, stated that the order announcing the cut would be effective August 1. He said, and the flag manufacturer's advisory group had been so informed, Ditter, who said that he made his vigorous protest directly to Donald McNeer, chairman of the WPB, declared that he had been greatly shocked and he was sure the public will also be shocked by the order.

"Such an order, to WPB under a time when this country is at war, is to me inconceivable," Ditter told Nelson, calling attention to the permitted unlimited manufacture of flags of the United Nations, the Pennsylvania said:

"Unfortunately, this action should be under consideration when we have just celebrated our nation's birthday and when the President has this order to be put into effect it would, in my judgment, constitute a severe blow to the morale of the American people and serve as a hindrance to the unity of purpose for which the American people are striving."

"It seems to me," he concluded, "not to curtail the production and use of the American flag, but in every possible way to make it more difficult to exercise his right and duty to possess a flag and to patriotically show his own colors and to be proud of them whenever and wherever this can be done."

The order which Congressman Ditter protested is a proposed amendment to the General Preference Order of the War Production Board, M-166,

## WPB Restricts Use Of Specialty Paper



### DIAMOND RING SETS

10K Gold Mountings  
 #3031—Diamond Engagement Ring and Diamond Wedding Ring ..... Set \$4.00  
 #3032—Diamond Engagement Ring and Diamond Wedding Ring ..... Set \$4.00  
 #3033—Diamond Engagement Ring and Diamond Wedding Ring ..... Set \$4.00  
 Each Set Beautiful Photo Gift Set. For additional Diamond Ring Write for Illustrated Leaflet.

**HEILER-LEVINE**  
 17 South Wabash CHICAGO 3

## MILITARY MERCHANDISE

All Styles of Novelty Pins and Gadgets  
**WING PIN**



#3031—Heavy sterling silver wing and popular pin. Actual size as pictured.  
**\$6.75 Per Dozen**

WRITE TO  
**ALPHA-CRAFT, INC.**  
 353 5th Ave., New York, N.Y.

## MILITARY INSIGNIA PINS

Gold-Plated Metal Emblems, made with Air Corps, Army, Navy, Marine, Coast Guard, and other insignia.



**AIR CORPS**  
 Available in these Emblems: Ordnance, Military Police, Engineer, Quartermaster, 8th Infantry, Medical, Marine, Coast Artillery, Air Corps, Signal Corps, Navy, Coast Guard, Coast Guard, Fleet Artillery, Fleet Marine Corps, and other Construction Workers.

**\$12.50 Gross \$1.25**  
 Terms: 25% Cash, 75% 30 Days, O.O.D. Net.  
**STUART NOVELTY CO.**  
 626 Woodward Ave. DETROIT, MICH.

## OVER 1000 JOBBERS

SELL OUR  
**BINGO SUPPLIES**  
 WRITE FOR CATALOG TO  
**MORRIS MANDELL**  
 151 W. 14th St. NEW YORK, N.Y.

Headquarters for  
**ARMY SUPPLIES**  
 Send for Our Free Circular  
**Flannigan Trading Co.**  
 8, S. W. Fifth Street MIAMI, FLA.

WASHINGTON, July 31.—The use of specialty paper in packaging and wrapping certain foodstuffs, candy, tobacco, cosmetics and several other products, was placed under strict control by the War Production Board July 23 to conserve this type of paper for military and essential civilian uses. It is estimated that a saving of 10,000 tons of glassine, greaseproof and vegetable parchment paper a year, approximating 7.5 per cent of annual consumption, will be effected by the current amendment to Conservation Order M-286.

Glassine, greaseproof and vegetable parchment papers are required for essential military and civilian uses. It was pointed out by the army for wrapping division. Unfortunately, production of these specialty papers cannot be augmented because manufacturing equipment cannot be increased or expanded at this time without utilizing other essential war materials.

In addition to the need of glassine and greaseproof papers for packing food, they are required by the army for wrapping ordnance items, for essential electrical insulation, and as special tracing paper. Vegetable parchment paper is also used extensively in food packaging as well as for interlining in the production of rubber and plastics, liners for oil and ordnance paper containers, and certain other uses where wet strength characteristics are necessary.

Since the supply of these specialty papers continues to be inadequate to meet all essential demands, a number of items was added to the prohibited list included in Order M-286, effective July 23. It is felt that other essential wrapping materials can be utilized for those products.

The restrictions do not apply to stocks in the hands of, or in transit to a user, or in the hands of a manufacturer or distributor and ready for a specific use, prior to July 23, 1943. This provision in the pulp and paper division states, will offset any freezing of inventories and relieve many manufacturers with paper stocks in hand, who otherwise would be unduly handicapped.

**List of Products**  
 After July 23, manufacturers may not use these specific protective papers in wrapping or packaging the following products: sugar, flour, macaroni, noodles and similar paste goods; dried foods such as peas, beans, popcorn, rice, lentils and cereals; unseasoned meats; whole spices, except cloves and mixed pickling spices; and drink powders, excluding milk, chocolate and cocoa in packages of a also prohibited from use in packaging or wrapping cosmetics, dentifrices, toilet materials, soap, yarns, threads, textiles and cordage, except when oil impregnated; household dyes, sponges, all foods for animals, insecticides, rodenticides and other pest control products, and smoker's supplies including pipes, lighters, glasses, cigarette and cigar holders.

No canned or bottled goods may be packaged or wrapped in these special papers except the national paper may be utilized as a band to protect labels on drug and pharmaceutical containers. The amendment places control over the three protective or specialty papers when used as second wraps or in conjunction with cellophane or similar transparent materials on the following: Tobacco, and tobacco products including cigarettes, chewing gum, candy and candy products, tea, coffee, potato chips and popcorn.

Among other products which may not

be packed in or manufactured from glassine, greaseproof or vegetable parchment are albums, scrap books, photo and stamp filing devices, and general printed products which do not require greaseproof or wet strength wrappings.

## Amended WPB Order Affects For Fair Distribution

WASHINGTON, July 31.—Manufacturers and dealers must try to be impartial in filling orders for merchandise, according to the recently amended Order L-86. The order rules that no discrimination can be shown in taking orders or in making sales and deliveries.

The text of the section is as follows:

## MILITARY INSIGNIA JEWELRY

FAST SELLERS FOR NOVELTY STORES, CONCESSIONAIRES, ETC.

No. 151—Genuine Ocean Mother of Pearl Khaki Cap with Army Insignia and Pearl Buckle. \$9.00 Per Dozen.  
 Terms: 1/3 Dep. Bal. C.O.D., F.O.B. N.Y.  
 Order Today!

We also have genuine gold plated sterling silver insignia, including the "Sabbat" insignia, for example, Send \$1.50 for sample card of 15 different available emblems. In addition, we can supply Pearl and White for the data.  
**JOBBERS! WRITE FOR SPECIAL DEALS**  
 Send for Catalog Send \$1.00 for set of Complete Line sample of item shown in ad  
**MURRAY SIMON**  
 109 SOUTH FIFTH STREET BROOKLYN, N. Y.



## New Military Cigarette Lighter

ASSORTED INSIGNIA  
 UNITED STATES ARMY, NAVY, MARINES & AIR CORPS  
 ATTRACTIVE FAST SELLERS

The only one on the market.  
 ASSORTMENT OF 15 ON A CARD  
 1940 H. Moore, 25¢ Each ..... \$40.00  
 2000 H. Moore, 25¢ Each ..... \$40.00  
 2000 H. Moore, 25¢ Each ..... \$40.00  
 Gross Profit ..... \$14.00  
 In Lots of 250 Each or More—\$0.86 Each  
 1/2 Dozen 25¢ Each ..... \$15.00  
 A handy non-flame lighter. Ideal gift for the boy and girl in service. Imitation copy. WITH LIT LIT NEVER FAILS.

**LAKE ERIE SPECIALTY CO.**  
 810 Hiram Road, CLEVELAND, OHIO

## No. 3213K—SEVENTEEN PIECE LUNCHEON SET

Of Unusual Value  
 Consisting of 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 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2842, 2844, 2846, 2848, 2850, 2852, 2854, 2856, 2858, 2860, 2862, 2864, 2866, 2868, 2870, 2872, 2874, 2876, 2878, 2880, 2882, 2884, 2886, 2888, 2890, 2892, 2894, 2896, 2898, 2900, 2902, 2904, 2906, 2908, 2910, 2912, 2914, 2916, 2918, 2920, 2922, 2924, 2926, 2928, 2930, 2932, 2934, 2936, 2938, 2940, 2942, 2944, 2946, 2948, 2950, 2952, 2954, 2956, 2958, 2960, 2962, 2964, 2966, 2968, 2970, 2972, 2974, 2976, 2978, 2980, 2982, 2984, 2986, 2988, 2990, 2992, 2994, 2996, 2998, 3000, 3002, 3004, 3006, 3008, 3010, 3012, 3014, 3016, 3018, 3020, 3022, 3024, 3026, 3028, 3030, 3032, 3034, 3036, 3038, 3040, 3042, 3044, 3046, 3048, 3050, 3052, 3054, 3056, 3058, 3060, 3062, 3064, 3066, 3068, 3070, 3072, 3074, 3076, 3078, 3080, 3082, 3084, 3086, 3088, 3090, 3092, 3094, 3096, 3098, 3100, 3102, 3104, 3106, 3108, 3110, 3112, 3114, 3116, 3118, 3120, 3122, 3124, 3126, 3128, 3130, 3132, 3134, 3136, 3138, 3140, 3142, 3144, 3146, 3148, 3150,







**MORGAN BAKER**  
Playland Park      HOUSTON, TE

[illegible]

## SLA

(Continued from page 34)

Caplan, J. D. Edwards, J. W. Altyn,  
Brown, Sam Feinberg, I. J. Pol-  
Harry Russell, J. C. McCaffery, S. T.  
Mike Wright, Sam Bloome, Lou  
ard, Harry Martin, Eph Glosser, A.  
aro, Neale Hirsch, Irving Malitz,  
ea, H. Hull, Jack Pritchard, William  
tt, William Meyers, Lee A. Sullivan,  
Sharkey, Oliver Barnes and Joe  
n. Sam Gluskin is in town on

### Ladies' Auxiliary

Members were grieved to learn of the death of Mrs. Courtemanche, who had been in the hospital for some time. She received during the week from Virginia Kline, Grace Goss, Sable Waldron, and Mrs. C. R. Knox and Marie Evelyn Jones. Applications were received from Mrs. C. R. Knox and Marie L. Starr. The following were made a donation from Mrs. Oscar Burd, of Gold Show: President Phoebe Czarkey and Mrs. C. R. Knox. The following were made a donation from Mrs. C. R. Schwartz in Union, Pa. Mich. Past President Mildred Welch, her husband, and daughter, Alice, gave a quilt and husband with vacation for a month at the Buckeye State Show. Mrs. Mike Rosen, Buckeye State Show, celebrated their 25th silver wedding anniversary with the Motordrome at Riverview Park. Sick list includes Past President Edna Brumleve, Mattie Crosby and Elma Koss.

Past President Evelyn Hook celebrated her birthday this week, as did Rose Page. The following were made a donation with Edward A. Hook Shows. Dues for 1944 are coming in rapidly. They are \$2.00 in advance. The following are taken care of yours' Award books on the crocheted tablecloth and two on the crocheted tablecloth. Sincerely,  
Evelyn Hook

## NSA

(Continued from page 34)

Lawrence, Kirby McGary, Sam Louis Light, Sam Carson, Joe Slick, Slim Kelly, Eddie Owens, Lew E. Bill Woodall and Louis Gueth.

Interesting letters came from Max Amann, Louis Gueth, Joseph Kane, Victor, John Van Vleet, David Glick, David Bloom and Bill Corry.

Other letters came from Morris Kaplin, Jimmy Davenport, Sam Malang, Edward Elkins, Frank Ray, George Rector, Victor Welberg, Arthur Merrill, Joe Weinberg, Arthur Schuchman, Ed Hochstetler, Albert Gold, Daniel Schnaer, Sam Finkel, Jack Rector and Sam Rothstein. Brother Hicks is going to work in a new near New York. Death of John took brought much sadness to many of our members. Please send in dues.

### Ladies' Auxiliary

Things generally are quiet around the club, but the mail has been heavy with contributions. The club has received a penny bag for the Poor Kiddies' Fund and returned books for the War Bond awards. Membership dues have been spent and the club spent a few days at her home and managed to get in a visit with her daughters on World of Mirth Shows at the club. The club has also received a letter from Blanche Henderson. As usual, she turned in a considerable sum of money. Members were shocked to learn of the death of Sister Mable. The club has received a letter from Sister Mable Bloch. New applications continue to come in, the latest being four sponsored by Mrs. M. J. Walker, C. Dodder, Florence Pinkske and Gertrude Hardy. Sister Martha Weiss has sent in the application for a new member. Sister Mimi Sussman presented the applications of Mrs. Mary Doree and her daughter, Carmen, of Ceilin & Wilson. Sister Mabel has received a letter from Mrs. Veronica Franz, of Bantley's All-American Shows. Twenty members from Palisades Amusement Park sent in their dues.

and Lillian Lav

To date the largest amount of money turned in on a napkin was the \$20 check sent by Sister Edna Riley, with Ann Lager winning a close second with \$17.

Heart of America  
Showmen's Club

Reld Hotel  
Kansas City

KANSAS CITY, Mo., July 31.—Club was host to a number of visitors last week. Dave Reese, formerly in charge of concessions with Ellic Exposition shows, and in the armed forces, visited while en route to Omaha to visit relatives. Frank Capp was entertained by Mr. and Mrs. Billy Dee. Russell Hull, former carnival trowper and doing war work in Europe, also visited.

Harry Vleit is employed at the Butler Bar, St. Louis. Paul McDonald, of Wayne Male Shows, was in town on business. Charles Hutchinson is in charge of maintenance at the Reid Hotel, coming in from Leavenworth, Kan. Tommy Cook has returned from Anderson-Strader

Charles Elliott and Iran Mickaelson are playing picnics with Wayne Hale Shews. Tony Martone's Heart of America Shows played a return date at Kansas and Pecker Avenues, Kansas City, Kan., to good weather and business. L. K. Carter is back playing local spots. Doc Woodhouse is with Midwest Amusement Company.

Buster Sannon is back in the city, having been rejected for military service. Bob Houssel is playing local spots with concessions. Blanche Francis, of the Ladies' Auxiliary, is reported on the sick list, and Boots Marr, who has been in a local hospital, is convalescing at the Washington Hotel. Treasurer Harry Albrecht reports that members are continuing to avert themselves of the 1944 membership card and each week brings in several requests for same. Banquet and Ball Committee continues to publicize the annual event, which will be held at the Hotel on New Year's Eve.

Pacific Coast  
Showmen's Assn

23 1/2 South Grand Ave., at Wilshire  
Los Angeles

**Ladies' Auxiliary**  
President Edith Bullock opened the July 26 meeting and then turned the avel over to Past President Nell Ziv. Each meeting this summer is to be conducted by a past president. Marie Chip, treasurer, was away on a fishing trip and Ruby Kirkendall was in her place. Letters were read from Mabel Clark, Margaret Farmer, Bill Braswell, Florence D. Lushy, Gladys Patrick, Pauline Celeste and Ida Chase. All sent in their apron money. Margaret Farmer proposed Linnie O. Smith, Barbara Aldrich, Ruby Wenick, Deane Jeffries and Mel Cletney for membership. Mora Daggy reported that Ada Mae Moore is

Bank night award went to Marie Morris, and the door prizes, donated by Stella Linton and Martha Reilly, went

# MINEOLA FAIR

**MINEOLA, LONG ISLAND**  
**5 BIG DAYS—September 14 to 18 incl.—5 BIG NIGHTS**  
 WANT SHOWS: Monkey, Illusion, Circus, Dog and Pony, high-class Girl Show. WANT CONCESSIONS: Panny Arcade, Custard, Shooting Gallery, Duck Pond, Ball Games, Popcorn and what have you. Wire or write for space to  
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## RIDE HELP AND RIDE FOREMEN WANTED

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 Peru, Ill., this week  
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## BEER WANTED—DRAUGHT OR BOTTLES

Distributorship or franchise for Chattanooga or Tennessee. Want beer for now and after the war with a complete setup. We have the cash for beer and for deposit on all bottles, shells, draught beer kegs. We would like to get lined up for after the war now. Willing to invest money to put same over. Contact at Once by wire, write or call:

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# Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. HURD, Editor  
The Billboard, Ashland Bldg., 155 N. Clark St.,  
Chicago 1, Ill.

Price Ceilings—2

## OPERATOR'S PUZZLE

Operators constitute the great silent majority of the coin machine industry. Because operators are by nature strong individualists, they have never agreed on a general policy or set standards for the operating business. When important national questions arise, they never have a spokesman ready in time to present their case in good form. The federal law placing a tax on coin machines illustrates this fact from the time it was first proposed until now.

The present OPA order, MPR-429, may repeat the same old story that operators are not united on what is really best for them and never have a spokesman to present their case.

Many say that the present price ceiling order will turn out to be just another order on the books, like MPR-165. But it is already plain that opinions differ a lot in the trade as to what effects it might have. Which means that it could turn out to be a real operator's puzzle unless proper interpretations are secured in the beginning.

It is not easy to foresee how operators will fare under MPR-429 when it goes into effect. If distributors are classed as wholesalers, operators may then automatically be classed as retailers. This would complicate the picture for operators in a number of ways and somebody who has studied the case from the operators' standpoint should be heard when OPA makes its decision whether an operator is a retailer or consumer under the price ceiling law.

Due to changing conditions in various cities, operators often have to sell machines as well as buy them and technicalities in the price ceiling order may complicate matters for operators where they are not expecting it.

The operator also needs somebody to watch out for his welfare under price ceilings to see that such orders contain no technicalities that could be used by enemies of the trade to hurt the operating business. It might as well be admitted that coin machine operators have some strong opposition on a number of fronts. Reform groups often find ways to take advantage of laws to deliver a real blow to the amusement machine section. Reform groups found a way to strike blows at the punchboard business under NRA, and the damage didn't show up until the NRA was already dead and buried.

The juke box business has some very powerful opposition in the form of important organizations, and

great care need to be exercised that no technical advantages be given opponents of juke box operators. The vending machine trade likewise has some powerful opposition in the form of retail organizations much stronger than any group in the coin machine trade. They have used laws before to drive vending operators out of business and they will be on the alert for any other advantages that laws may give them.

Juke box and vending machine operators need their interests especially guarded as price ceiling orders go into effect.

Some members of the trade say juke box operators will profit most from the price ceiling order. This may be true if no technical advantages are given to the opposition. The first reaction to price ceiling news seemed to be that it would greatly help operators by giving them cheaper machines.

But the entire history of the coin machine trade since 1930 shows that cheap machines would eventually convert the operating business into a cutthroat racket. This is one of the hardest points for operators to see, and yet high-priced machines are the only way to control the number of operators in the business and also the number of machines turned out by the factories.

Operators who have come up against saturation in machines and too many operators rushing into the business know what low-priced machines will mean. In some cities the trade has already been forced to try boycotts and other practices that are not ethical in order to control runaway conditions. Price ceilings may have a tendency to set up reaction in the trade which will last after the war is over and create new troubles which operators may not dream of now.

Operators are in the big majority in the trade and their best interests should certainly receive full consideration before price ceilings on used machines go into effect. But there will be great difficulty in getting operators to agree among themselves on what is best in the long run for their own business. It will be still more difficult to get the true picture of the operating business before those agencies that will decide questions of classification and procedure. Some of the important questions for operators are mentioned in this editorial and there are other questions that should come up also.

**"SPECIALS"**  
SLOT MACHINE  
5 Mills Blue and Gold Vent Pockets..... @ \$45.00 Ea  
54 Play .....  
11 Mills Green Vent Pockets..... @ \$2.50 Ea  
54 Play .....  
PHONOGRAPHS  
5 Model 24 Wurlitzers..... @ \$165.00 Ea  
These are all good clean Merchandise.  
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## NEWS OF

## Developments of the Week in All Industries





# JUKE BOXES

## Iowa Installs Juke Boxes For Servicemen's Dances

Des Moines Register boosts idea of juke boxes in clubs with another good story

DES MOINES, July 31.—The Des Moines Register seems to be leading the national parade among newspapers boosting the idea of using juke boxes for music in teen age clubs and community centers for the entertainment of adults as well. The Sunday edition, July 25, The Register again featured a story of the use of juke boxes at the co-ed dances provided for servicemen by the University of Iowa.

The story is attractively illustrated with four two-column pictures and one picture extending over four columns. A banner head is also given the story, mentioning juke boxes. Servicemen predominate in the pictures.

The University of Iowa is located at Iowa City, and the organization which fosters the dances is known as the Memorial Union. In the words of the director of the Union, its plans have been "democratized and liberalized—but not bureaucratized."

To keep in tune with the times, which are war-torn, the Union has chuckled a number of restrained tradition out of the window.

And, paradoxically, the man who has done it all is the former president of Simpson College at Indianola, Iowa, and a pastor of the Methodist Church.

### Innovations

He is Dr. Earl E. Harper, the meticulous and articulate director of the Union and head of the university fine arts department.

Dr. Harper has introduced to the Union:

1. Dancing on Sunday afternoons.
2. A juke box.
3. Dancing in the stately ballroom to recorded jazz music.

President Virgil M. Hancher of the State University of Iowa supported Dr. Harper's liberalized program but expressed concern that it might get the former Simpson president in hot water.

### No Criticism

But the program seems to be flourishing and without criticism.

The major beneficiaries of the Union activities are the cadets from the big pre-flight naval training school and the soldiers taking technical military courses at the university.

Saturday afternoons are big occasions for the naval cadets and soldiers. As many as 400 or 500 of them flock to the big ballroom at the Union for a "tea dance" which lasts from 3 to 5:30 p.m.

Between 150 and 200 university co-eds serve as dancing partners and companions for the lads in uniform. They dance to the latest phonograph recordings.

### Air-Conditioned

The ballroom is air-conditioned to 70 degrees and even for the soldiers and cadets who don't go in for dancing it's a comfortable atmosphere for an afternoon's entertainment.

Free refreshments are placed against the uniformed boys and the co-eds. Some of the dancing is in the shoe-and-sock variety or its approximate. There's plenty of lighthearted fun.

Dr. Harper has ordered a strict ban, however, on what he calls "sensational" dancing. A staff of hostesses, all college graduates, enforce this prohibition.

### Whispers

Recently one of the co-eds went in for a bit of spinning which sent her skirts sailing about as her knees. A group of cadets and soldiers noticed this added

attraction first and their group "gossiping" drew the attention of Dr. Harper's hostesses who quickly whispered in the girl's ear.

The girl was greatly embarrassed but stayed thru the dances, exercising more conservatism, and later apologized for attracting so much attention.

### "Mix 'Em Up"

For the most part the uniformed boys can choose their own dancing partners. At intervals during the afternoon, however, the university students who run the dances "mix 'em up."

They line all the boys on the north side of the room and the girls on the south side and then the two lines move in a "grand march" conversion and it's a blind date for each boy and girl.

Whiskies are few at these Saturday afternoon Union dances. Girls who are shunned once usually don't return and so the "regulars" are an attractive group of girls.

### Visited Others

"I visited unions at several other universities which are furnishing entertainment for men in uniform and I visited the Stage Door Canteen in New York," Dr. Harper related.

"Stage Door Canteen has chorus girls but some of them aren't too attractive off the stage and without any make-up and then the two lines move in a 'grand march' conversion and it's a blind date for each boy and girl."

As the afternoon progresses, the stage line grows larger and gradually forms a large circle, humming in the dancing couples.

### Chased Back

An announcement over the loud-speaker sends the stage lads back to the fringes of the ballroom.

A veranda at the end of the ballroom is usually filled with cadets and soldiers buying soft drinks for the girls they have been dancing with. Inebriation is strictly taboo and is an automatic cause for rejection.

Dr. Harper's hostesses do not, however, circulate among the soldiers smelling their breaths.

### Ask for Dates

Most of the co-eds who dance with the khaki-clad youths expect to be asked for a second dance. That's the rule and not the exception, the girls say.

Sons of the girls attend the dances more out of patriotism than for pleasure. Some are expected to boys in service overseas or elsewhere in the United States. Sometimes you can detect that their hearts are not in the dance.

One of the problems at the dances is to stop an infiltration of undesirable girls. The girls who do attend properly are sponsored by the University Women's Association and must be "checked in" when they arrive.

All are university girls although some "dates" of servicemen are admitted.

Usually, the co-eds say, the cadets and soldiers start out asking them where they're from, how long they've been at the university and what they're studying. "They usually ask quite a few other questions before asking you your name and telling you there," one girl said. "One of the cadets insisted to me that his name was Johnny."

By and large, the co-eds think very highly of their uniformed dancing partners. Some few do not behave like gentlemen, but the girls say you'll find that in any group of boys. Some don't dance very well and the girls have worked out some sort of a system to avoid these situations. Civilian male students are welcome at the dances but invariably are in the minority.

Below the ballroom is the River Room and it is here that Dr. Harper has installed his juke box. Servicemen and

## Too Sad

SPOKANE, July 31.—"Don't make the servicemen sad," is the warning flashed from military officials here to Spokane coin machine operators. As a result such popular discs as *That Little Kid Sister*, *My Mind*, *No Letter Today* and *Boys to Love* have been replaced. Operators don't mind co-operating with military authorities, except those times were getting the heaviest. It seems special services officers decided the tunes made the boys homesick and a little worried about the girls they left behind.

## Texas Newspaper Lauds Benefits of Music in Industry

(Reprinted from The Dallas News)

That story of the Lunchbox Revue, staged for the entertainment of employees at the Dallas plant of the North American Aviation Company, Inc., draws attention to the increasing employment of such means for the relaxation, refreshment and stimulation of workers in our busy war-time industries. This, that was first in the Southwest to provide stagehops, but others throughout the nation have followed. It is a fact that many men have for long regarded their workers with musical selections at lunch time.

"Great Britain was first to broadcast music in war factories, and testified to its uplifting effect on morale and production," the article states. "There are more than 500 plants in this country are dispensing 'musical war.' The idea has proved its worth, and has come to be known as 'the war while it served no better purpose than to provide diversion from the routine of work at such a time when workers are tired, that and are at their machines, and the music does not cause distraction."

"Investigation might be made to determine what slump in production was reported from any of the plants where music was provided during the months of May and June. There might be a scientific test to show the individual and mass reaction of workers to this, that and the other tune or song. The editor of The New Yorker magazine visited a factory plant recently during one of the musical periods. The proprietor told the editor that all currently popular songs are broadcast from a repertoire of 500 records, except such songs as *Deep in the Heart of Texas*. This hand-clapping crotchet, said the factory manager, would drive the factors into chaos. They might, at that. Yet the trials have shown that industrial music, wisely chosen, gives a lift to industrial workers."

Their "dates" are welcome here at most times, including Sunday afternoons, and about 8150 is taken from the machine every week in nickels, dimes and quarters.

"Frankly," said Dr. Harper, "we wonder if there would be criticism of the Sunday afternoon dancing if it had not been any. After all, the cadets and soldiers have very little free time and it is only reasonable to provide wholesome entertainment for them in the time that they do have."

Every other Saturday night there is a formal dance for the graduating battalion of pre-flight cadets and these are extremely colorful affairs, with the cadets in their dress uniforms and the girls in their long evening gowns. Pretty girls come from all over the nation to attend these dances with their favorite boys.

On the alternate Saturdays there is a dance for cadets, soldiers and civilian students. On Friday nights there are dances for the civilian students. The servicemen are invited but aren't free and so they don't come.

## Suggest Teen Age Centers

Jack Cade, Philadelphia operators' business manager, submits plan to city leaders

PHILADELPHIA, July 31.—A mild suggestion of a city-wide curfew for teen age boys and girls recommended by the grand jury here, and grave concern expressed by civic and welfare groups over the increasing juvenile delinquency in war-booming Philadelphia, a timely and constructive solution to the problem that is getting out of hand was offered by Jack Cade, business manager of the Philadelphia Music Machine Operators' Association. Since it is chiefly a problem of providing wholesome and diverting amusement to the youngsters, Cade has suggested to city leaders the setting up of Teen Age Clubs through the city.

Carelessness of parents, either thru their own neglect or because they are confined to the war plants to such an extent that they have lost all sense of supervision over their youngsters, Cade said, exists so widely that it is no longer an individual family problem but one that the city itself must tackle. Cade pointed to the Tumble Inn, set up in the Germantown YWCA by the girls and boys at Germantown High School, which went a long way in keeping the teen age boys out of mischief and trouble. The only inducement was music for dancing emanating from a music machine.

Cade also pointed out to the successful operation of the dozens of room entertainment centers and clubs scattered all over the city, again where music machines provide the main attraction. He deplored the fact that public and civic-minded individuals and groups overlooked the tremendous appeal of the music box with its recorded popular music in devising means and ways in coping with the juvenile delinquency problem.

Since it is not a question of organized crime or organized vice, merely a matter of supervision over the carefree youngsters, Cade said, such a solution to the problem could be helped greatly by setting up Teen-Age Clubs with music machines as the attraction. Unless some such provisions are made, Cade continued, the youngsters will continue to seek out their daily amusements in the city streets.

Juvenile delinquency has been on the increase in Philadelphia since Pearl Harbor. Figures for the first five months of this year compared to the same period in 1942, show that arrests of youngsters under 21 years have increased considerably. Adequate and convenient teen-age centers with supervised play in every neighborhood is the main answer, said Cade. And here the music machine can come in with supervised play in every neighborhood.

## Spike Jones's Band Starts Tour; to Court Operators

HOLLYWOOD, July 31.—Spike Jones and His City Slickers left here Monday for a two-week tour which will take them as far east as New York City. Starting in Omaha at the Tower, Jones and his crew will play Kansas City, Missouri, Milwaukee, Boston, Cleveland, Philadelphia, and Hartford.

Jones is sending June Bundy, press agent, to arrange for coin music machine operators and to arrange for parties in each town where he plays. Miss Bundy will keep about a week ahead of the band and street photo booth of coin machine promotion on its tour.

# AMUSEMENT MACHINES (MUSIC)

A column of music information for phonograph operators. The Billboard's Annual Talent and Talent Employment is issued the last week in September of each year.

By ELLIOTT CRENNARD

THE national popular magazines all seem to be writing up the music business for the man in the street, so here is an abridged story of our own to keep the operator informed about the doings of some of his favorite recorders: KAY KYSER has launched a campaign to raise the swimming pools at navy hospitals and his first one-night date, which took place in a maximum sum of \$15,000, turned into a bonanza producing his amazing figure of \$60,000. . . . Many name bands have volunteered two and three-week runs for USO-Camp tours, the leader assuming the cost of the orchestra, and so far commitments have been secured from SAMMY KAYE, BENNY GOODMAN, JIMMY DORSEY and WOODY HERMAN. . . . Making movies has become the most lucrative, as well as the most pleasant, form of band activity, with CHARLIE SPYGLAS, FREDERICK CUGAT, TOMMY DORSEY and HARRY JAMES currently before the cameras. Many have just completed their flicker and many more are soon to begin. . . . HARRY JAMES got rams of publicity from his marriage to the No. 1 pin-up girl, Betty Grable, during his local drive-in show on board in Beaumont, Tex., which promptly reclassified him and pinned a 1-A on everything he does. . . . Making movies in New York grows ever more attractive for name bands, with anything less than four weeks considered practically a one-nighter. MITCH AYRES just laid six at the Paramount; PHIL SPTALNITZ is now in his fifth at the Capitol; ENRICO MADRIGAL knocked off five at the RKO; HAL MCINTYRE got three out of the Strand, and GARMEN CAVALLARO followed into the house for a half dozen. . . . Everything is okay—dicks, all that's needed are some new disks.

## Territorial Favorites

### WILMINGTON, DEL.

What's the Good Word, Mr. Bluebird? Peter Piper.

Only one company recorded that odd to the ear of good news, Mr. Bluebird, in spite of the fact that the winged one got on the air with considerable gusto. The Bluebird, who has the music counters rather badly. No matter, the phono fans of Wilmington are willing listeners and if the good word could be added at this late date about the kick in the pants Musso got from the Book, I

## N. Y. Firm Acquires Phonette Co., L. A.

NEW YORK, July 31.—Randolph C. Walker, president of Aircraft Accessories Corporation, announced the acquisition of the company by a controlling interest in the Phonette Company of America, a manufacturer of radio components.

Phonette will be operated as a subsidiary division and under the direction of the Electronics Division of Aircraft Accessories Corporation, according to Walker. The Electronics Division of Aircraft Accessories Corporation operates nine plants in Kansas City, Kan., and four others in Los Angeles, San Francisco and Mo., producing radio receivers, transmitters and other equipment for aviation and other uses.

The Phonette Company of America formerly was in the development, manufacture and sale of the Phonette, a music vending device invented by Walker. Its president, with normal operations being disrupted by the war, the company converted its facilities to production and was established by Aircraft Accessories as a source of various vital components for use in radio equipment. Control of the company by Aircraft Accessories facilitates the continued manufacture of these components and enable Phonette to expand.

Officers and directors of the Phonette Company now are: Randolph C. Walker, chairman of the board; C. E. Harrell, president and director; C. N. Kimball, vice-president and director; Ray Eller, vice-president and director; C. F. Stinner, director.

can imagine the amount of coins that would be slipped down the chutes.

### CINCINNATI:

#### Under a Strawberry Moon.

Mitch Ayres.

This Mitch fellow is really beginning to spread his wings. A long string of triumphs, a moon picture and now a juke box favorite—at least in Cincy. It must be the performer that is responsible for the new rash *Strawberry* has broken out here. The ditty is many moons old, was put out on a number of labels, done by names more prominent than this one, yet here it is with Mitch taking a bow.

### DES MOINES:

#### Sunday, Monday or Always.

Frank Sinatra.

This hasn't been with CHARLIE SPYGLAS, HARRY JAMES currently before the cameras. Many have just completed their flicker and many more are soon to begin. . . . HARRY JAMES got rams of publicity from his marriage to the No. 1 pin-up girl, Betty Grable, during his local drive-in show on board in Beaumont, Tex., which promptly reclassified him and pinned a 1-A on everything he does. . . . Making movies in New York grows ever more attractive for name bands, with anything less than four weeks considered practically a one-nighter. MITCH AYRES just laid six at the Paramount; PHIL SPTALNITZ is now in his fifth at the Capitol; ENRICO MADRIGAL knocked off five at the RKO; HAL MCINTYRE got three out of the Strand, and GARMEN CAVALLARO followed into the house for a half dozen. . . . Everything is okay—dicks, all that's needed are some new disks.

## Note

For a listing of songs played most often over the radio for the week ended August 2, 1943, see the Music Popularity Chart in the Music Department.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the sepien best sellers under Harlem Hit parade.

## Rock-Ola Cafeteria Subject of Article In Trade Magazine

CHICAGO, July 31.—"A new war baby" is the way the employees' cafeteria at the Rock-Ola Manufacturing Corporation is described in the July issue of *American Restaurant magazine*.

Just six months old, the cafeteria operates 24 hours a day, serving three shifts consisting of hundreds of workers. Approximately 3,000 full meals are served every 24 hours in the company cafeteria. In addition, popular canteens carrying sandwiches, pop, candy, cigarettes and popcorn double the full meal totals. The canteens go thru the plant 24-hour-a-day basis, and their schedules are worked out so as to serve the workers at fatigue periods.

Since the company was vitally interested in music in pre-war days, it is only natural that arrangements were made for the installation of a broadcasting system which operates during both work and rest periods. The music is sent and soothing, and during mealtime creates an appropriate background for enjoyment.

## Scrap Disk Drive Results Good, Says Balto Distrib

BALTIMORE, July 31.—Nelson & Company, Inc., distributor for Hit and other records, is getting very encouraging results from the scrap record campaign which it launched recently, according to Arthur L. Nelson, head of the firm.

Several thousand scrap records have been collected by the concern. One dealer alone sent in 1,000 pounds of scrap records, another dealer shipped in 700 pounds. A number of dealers shipped in a hundred pounds or more. It is evident dealers can get scrap if there is a real incentive to do so.

It is to be noted that the Nelson concern advised dealers that no new releases on Hit records will be available to those dealers who fail to turn in 100 pounds of scrap. It will be entitled to receive new releases proportional to the amount of scrap turned in.

The concern is continuing its campaign, according to Nelson, who said that he is hopeful of getting more scrap.

## Price Ceilings on Beer May Close Locations Earlier

FORT WORTH, July 31.—The new OPA prices on beer in the Fort Worth district, effective July 26, will result in earlier closing hours for many good coin machine locations, according to a survey just completed.

High spots, cafes and taverns, with but few exceptions, topped beer prices to such an extent that OPA stepped in and set two prices for so-called pints (12 ounces) and two prices for quarts.

Beers closed in pre-war times as 10-cent beers must sell at no more than 11 cents and the usual 15-cent beers must sell at no more than 16 cents and regardless of where they are sold. Quart prices are 26 and 28 cents.

Some cocktail lounges, clubs and night spots will be materially affected. For two years or longer they have had standard prices for beer—15 and 20 cents. They offer booths, air conditioning, chilled glasses and paper napkins. Now they are put in the same class, as far as price is concerned, with the corner hamburger-stand selling beer.

The early closing will cause about because the managers will desire to conserve labor inasmuch as they will not get as good a price for beer. Coin machine operators do not believe that it will make any material reduction in their collections.

"Of course the beer will be sold quicker at the lower prices—in some places the ordinary small bottle of beer was bringing the manager at least 1¢ before the closing of the places earlier will hurt some, at the same time it is one solution, in part, for the shortage in both beer and labor," one coin machine operator said.

## Little Businesses Reported Standing Up Despite War

NEW YORK, July 31.—All little businesses are sweating, and a few are bleeding—but many are standing up. As an American institution, has pretty well proved it has the grit and ingenuity to survive the war, and a recent survey recently released by *The Wall Street Journal*, financial paper.

Reporters in nine cities found that, generally speaking, the total business mortality rate is relatively low. Failures with loss to creditors are now at the lowest point since the 1920's. Adaptability is at least part of the answer to the small business man's problems. For instance, a large Chicago credit furniture store that shifted on merchandise, is offering a line of inexpensive fur coats which can be bought on time. A Cleveland company, before the war, made cellophane bags for peanuts and wrappers for cigarette packages. Now it has adapted cellophane for cargo parcels and cellophane for the sale and for packaging field rations.

Last month only 265 American firms went bankrupt, compared with 300 in other ways likely to cause loss to creditors, according to Dun & Bradstreet headquarters in New York. This was a new low in monthly figures stretching back to 1924.

## Old Phonograph Records Seized by Customs Men

AUSTIN, Tex., July 31.—Not long ago customs patrolmen down on the Rio Grande River found some rubber bands contraband. This time it's old phonograph records.

Nieves A. Garcia, 42, and Jesus B. Perez, 35, were arrested by customs men as they trudged toward McAllen from the river which fronts the border between the United States and Mexico. One of the pair has two 40-pound sacks of old records on his back. The suspects said they hoped to sell the worn-out disks to a music store in C. H. Harrell, who had been arrested and remanded the men to jail at Brownsville under \$1,000 bail.

## Employee Show Is Big Affair

Seeburg employee org puts on big program which displays real show talent

CHICAGO, July 31.—In addition to winning the army-navy "E" award for its four big bands, the J. P. Seeburg Corporation has recently distinguished itself as a leader among industrial firms in providing shows and entertainment for its employees. July 17 the 1943 Seeburg Variety Show was given at the Lane Tech Auditorium, Chicago.

The show was sponsored by the Seeburg Social and Athletic Association, an organization conducted for and by employees to plan social and recreational activities for its members at the lowest possible cost. The association schedules some social event each month, which include everything from dances to the hust in entertainment. There are a number of athletic teams sponsored by the group. Outings are also arranged during the summer.

The Variety Show recently given was largely made up of talent from among the employees. It was found that there were a number of people working for Seeburg who had had previous stage or show experience, and so it was possible to arrange a real program of home talent. A number of highly professional show people were also booked in to make the show complete.

Plenty of music was provided by employees of Seeburg who formerly played with orchestras or had experience as vocalists or in choruses. Producing and managing the talent came from the employees. It was truly a Seeburg show. It was a credit to the company and an outstanding example of what industrial firms can do.

Since some of the big popular magazines have recently given publicity to local talent shows by industrial firms, it is probable that Seeburg may get similar publicity soon.

## Acme Co. Markets Replacement Parts

NEW YORK, July 31.—Music machine operations have been increasingly plagued by a shortage of replacement parts. However, the ingenuity that has always been associated with the coin machine business has again shown itself in the form of plastic replacement parts for all types of music machines. The parts are made by the Universal Sales Company, 414 West 45th Street, New York.

Operators are reported very appreciative of the job this company is doing in keeping their machines on location at low operating and performing costs. The Acme company has received many letters praising the service they are rendering in supplying these replacement parts, which in some instances are not even available from the companies making the machines.

## HEADLINE HINTS

Every Buyer of Music and Musical Talent will read and constantly refer to

The Billboard's 1943 Music Year Book

Will you have a message for them to read ? ?



NAME 10 WAYS TO GET LOTS  
MORE NICKELS INTO  
YOUR COIN MACHINE!

ANSWER:

## VICTOR AND BLUEBIRD HITS!

1. IN THE BLUE OF EVENING  
Tommy Dorsey (20-1530)
2. COMIN' IN ON A WING AND A PRAYER  
The Four Vagabonds (20-1815)
3. IT CAN'T BE WRONG  
The Four Vagabonds (20-1815)
4. LET'S GET LOST  
Vaughn Monroe (20-1524)
5. IT'S ALWAYS YOU  
Tommy Dorsey (20-1530)
6. ALL OR NOTHING AT ALL  
Buddy Martin (20-1537)
7. GOODBYE, SUE  
Perry Como (20-1530)
8. BLUE RAIN  
Glenn Miller (20-1536)
9. WARSAW CONCERTO  
Freddy Martin (20-1535)
10. HAYFOOT, STRAWFOOT  
Duke Ellington (20-1505)

To help us make  
new Victor and  
Bluebird Records  
for you, sell  
your old ones to  
your distributor!

THE TUNES THAT  
NAB THE NICKELS ARE ON  
VICTOR AND BLUEBIRD  
RECORDS!

BUY  
WAR BONDS  
EVERY  
PAYDAY

# COIN MACHINE REVIEW

## Program 1128

Assembled and released by Soundie  
Distributing Corporation of America,  
Inc. Release date, August 2.

My Girl Loves a Sailor with JOHNNIE LONG and his orchestra, takes advantage of the attack of uniformitis which has swept the country. One of the orchestra men sings the tune, which ends with his girl's turning him down for a gob. (Soundies.)

In the Good Old Summertime, the long-popular ditty, is given nice treatment by the MEN AND MAIDS OF MELODY. Backgrounds include the route to a picnic place, beach scene, and a rural walk. (Minoco Release.)

THE BONDOLEERS, four men singers, give Little Nell the works in an extravagant burlesque of an old ten-twenty-third melodrama. Our Nell ain't been done right by and she, her pappy and the shortie recite her woes to the villain, who, of course, holds the mortgage to the family homestead. (Minoco.)

Beautiful LINA BOALEY, who sings with Xavier Cugat's orchestra, appears to good advantage in the popular song hit, Let's Get Lost. Not much background, but with a capable singer handling a proven hit, why get technical? (Soundies.)

Whatcha Know presents LARRY CLINTON and his orchestra against a bandstand background. Song treated is "Whatcha Know, Joe?" (Soundies.)

ROBERT "TEX" ALLEN, in Fella With the Fiddle, loses his girl to a violinist. Song is reminiscent of The Men on the Flying Trapeze. Honky-tonk background, fading into a sequence where both men errand the girl. Amusing. (Minoco Release.)

Vamos A Gozar stars dancers VARIOS and VIDA, and HERBERT CUBELLO and his orchestra. The dancers have a modified rumba routine, better than most, in gorgeous costumes. Orchestral background is excellent. (Soundies.)

THE CHANTICLEERS, a male quartet, sing Louie's Up a Solid Piece against a lavish night club background. The lyrics make little sense, but the song is de-

livered with enough rhythm to overcome that handicap. (Soundies.)

## Program 1129

Assembled and released by Soundie  
Distributing Corporation of America,  
Inc. Release date, August 5.

AL DONAHUE and his orchestra, are starred in It's Nothing New. Song is sung pleasantly by an unidentified tenor. The sentimental ballad is well-handled by the orchestra. Bandstand background. (Soundies.)

In You're Dangerous, singer ELEANOR FRUNCH literally crashes into a stranger, who is, of all things, a marine MP. Song deals with how irresistible he is, but the surprise ending proves you can't always trust women. (Minoco.)

Begins the Beguine is one of the finest songs turned out to date. The music has long been popular, and HERBERT CUBELLO and his orchestra give it a superb smooth treatment. As if that weren't enough, VARIOS and VIDA contribute a beautiful dance routine, and the counting is lavish. (Soundies.)

DOCK GRAY sings Best of the Rockies, a slight geographical number, against a collegiate background. The object of his singing is a cute blonde, unidentified who does a short dance routine. (Minoco.)

A natural for hillbilly fans is Liza Jane, starring the EMBROIDERY MOUNTAINERS. Liza Jane is a bit coy, but after a powerful lot of wooing she is persuaded to marry her sweetheart. Log cabin background. (Soundies.)

A Little One Is Good For You presents MARYA TILTON as a nurse and THE SLAYERS BROTHERS, dancers, as three patients. After Marya finishes her song the patients are sufficiently healed to go through a fairly vigorous dance routine. (Minoco Release.)

Caught Between deals with the situation singer SYLVIA BROOKS finds herself in when the orchestra's drummer and dancer KEITH HALL conspire to keep her from singing. She wants to drum, the other wants to dance and she wants to sing. (L. O. L.)

# RECORD BUYING

WEEK  
SERVICE  
FEATURE  
Billboard

Special reports received from The Billboard representatives last week show the records listed below are currently receiving the most play on automatic phonographs throughout the nation. These reports stem from all the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

## GOING STRONG

LET'S GET LOST ..... VAUGHN MONROE (Vaughn Monroe—  
Four Lee Sisters) ..... Victor 20-1524  
(11th week) KAY KYSER (Harry, Julie, Trudy,  
Jack and Mae) ..... Columbia 36678  
JIMMY DORSEY (Bob Eberly) ..... Decca 15532

COMIN' IN ON A WING  
AND A PRAYER ..... SONO SPINNERS ..... Decca 18553  
(8th week) GOLDEN GATE QUARTET ..... Okeh 6113  
FOUR VAGABONDS ..... Bluebird  
WILLIE KELLY ..... Hit 7046

IT CAN'T BE WRONG... DICK HAYMES (Song Spinners) ..... Decca 18557  
(7th week) ALLEN MILLER ..... Hit 7045  
FOUR VAGABONDS ..... Bluebird  
ROSS LEONARD ..... Savoy 108

ALL OR NOTHING AT ALL... HARRY JAMES (Frank Sinatra) ..... Columbia 35587  
(5th week) JIMMY DORSEY (Bob Eberly) ..... Decca 2580  
FREDDY MARTIN (Cydo Rogers) ..... Victor 20-1537

JOHNNY ZERO ..... SONO SPINNERS ..... Decca 18553  
(6th week) JOHNNY JONES ..... Hit 7050

YOU'LL NEVER KNOW... DICK HAYMES (Song Spinners) ..... Decca 18556  
(4th week) FRANK SINATRA (Yakov Gak) ..... Columbia 36678  
WILLIE KELLY ..... Hit 7046

IN THE BLUE OF THE  
EVENING ..... TOMMY DORSEY (Frank Sinatra) ..... Victor 20-1530  
(3d week)

PISTOL PACKIN' MAMA... AL DEXTER (Al Dexter) ..... Okeh 6708  
(3d week)

Names in parentheses indicate vocalists.

# AMERICAN FOLK TUNES *and* TUNESTERS

**Double-meaning records are purposely omitted from this column.**

quartet. While the blend of these four voices for the song singing is short of the polish identified with some of the other recording spiritual singers, and the Jubileers do not take full advantage of the emotional character of such songs, they still manage to impart an inherent rhythmic quality to their singing that makes each of the sides easy to listen to. While the expected religious fervor is hard and fast and the spiritual excitement falls short, the fact remains that these new issues afford much-desired song material. *Give Me That Old-Time Religion* (7001) is perhaps the most popular of the Negro spirituals, and in giving it varying tempo moods, The Jubileers make it their most attractive side. Richard Huey's own *Keep Out the Sinners* way is the mated side. *Devil Was a Witness For My Lord* and *Jesus Gonna Make You Dancin' Bed* (7002) are both traditional deep in biblical lore, and both long favorites. For each of the sides, a solo voice paces the way for the sermon, with the remaining three providing the all-vocal and entirely rhythmic background. Moreover, all but the *Old-Time Religion* side, are sung in the fast and lively tempo that helps loads in keeping the sides spinning along.

### Hillbilly Record Reviews

BING CROSBY (Decca 18316)

*I'm Thinking Tonight of My Blue Eyes* —F. W. V.

With the hillbilly classics clicking in circles usually reserved for the Tin Pan Alley outpourings, *Pistol Packin' Mama* being the most recent case in point, a major effort is being made to sell the general public on the popular appeal qualities of A. P. Carter's *I'm Thinking Tonight of My Blue Eyes*. Originally released last year, with recordings made then by popular artists as well as by such Western stars as Jimmie Davis and Denver Darling, the Decca label has recently released an early Bing Crosby interpretation of the song. Instead of the outdoor setting, Crosby has Woody Herman and His Woodchoppers, a small jam band, to provide the rhythmic back-

ground in heavy swing style. A sentimental song of blighted love, Crosby gives sympathetic vocal treatment to the lyrics. Save for a single band interlude, Crosby carries the entire side to sing of the gal who broke his heart and left him. Side is set in a bright and lively tempo which should widen its appeal for the youngsters as well, not forgetting that Woody Herman's rhythmic turns give it an attractive modern setting. As far as it is known, only this Bing Crosby side is on the re-issue list. With Crosby a worthy peg for any hillbilly song to hang its hat on, prospects for this disc were never brighter. It is also worthy of the note that the music publishing company pushing the song has revised its lyrical pattern. Don Marasco was called in to make the lyrics conform to the established Tin Pan Alley standards. The Crosby side, however, is the original as fashioned by A. P. Carter.

### Music War Council Plans Annual Meeting August 11

NEW YORK, July 31.—Music War Council of America will hold its annual meeting and luncheon August 11 at the Hotel New Yorker. This is the day after the music merchants' war conference and educational exhibit in the same hotel.

Arrangements for the meeting have not been completed. The council's effort to bring the force of music into maximum play as a factor aiding the war effort will be reviewed and officers for the coming year will be elected.

Dwight B. McCormack, vice-president and general manager of Sherman, Clay & Company, San Francisco, and vice-president of the National Association of Music Merchants, will talk on "The Music Merchant in Post-War America." William G. Mayfair, of the War Production Board, and Vanett Liewer, associate executive secretary of the Music Educators' National Conference, have also been asked to speak.

## Jack Underberg Buys Wichita Co.

WICHITA FALLS, Tex., July 31.—Jack Underberg, music operator of Vernon, Tex., recently purchased the Wichita Novelty Company from W. H. Newhall. Underberg has just returned from a combined business and pleasure trip to Philadelphia, his former home, and Atlantic City, where he purchased all the equipment he could obtain. He says equipment is scarce, but he has been fortunate in getting quite a few good buys.

## Detroit

Aron Lipin reports plenty of demand among local operators for the new Columbia records.

Sam Schneider, of Al's Record Mart, and Max Lipin, of Allied Music Sales, are leaving to attend the Manufacturers' Show in New York next week.

Viola Derroy, of the record department of the Modern Music Company and an authority on popular records, is away on vacation.

Brilliant Music Company has taken over the music-machine route operated by Phil Schacht, talking about the new machines, for cooperation with their own operations. Schacht is expected to

return to his own home in New York. The Schacht's firm name, Capital Music Company, will be dropped.

Genevieve Koniarz, office manager at United Music Operators Association, reports she feels lonesome in the new offices, with few operators coming in as frequently as before because of gasoline rationing.

Roy Small, conciliator of United Music Operators, is still under the doctor's cap after his prolonged illness, but is on the job daily nevertheless.

Art Saave, of A. P. Saave Company, has been busy buying a supply of used equipment in the northern part of the State.

Leon Weinberger, former partner with his father, Mike Weinberger, in the S & W Coin Machine Exchange, now, after a lengthy recovery from kidney trouble which hospitalized him in North Africa for three weeks. He expects to put his coin machine training to good use when he returns to the army telephone school.

M. K. Harner, starting in Detroit Panoram, Inc., reports business very good in the soundies field. Customers appear to be taking time to enjoy the soundies.

Eddie Clemons, Modern Music Company, has bought the route formerly operated by William Harok, of Williams Society Company and incorporated it into his own operations.

## RECORD PUBLISHING PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

### POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Anticipatory Photographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the Judgment of The Billboard's Music Department.

### NOTE

Bing Crosby waxings of the two hit songs from his Paramount picture, *Dixie*, came out on the Decca label this week. *Tunes are Sunday, Monday or Always* and *If You Please* and have already appeared on Columbia and Hit disks, with Frank Sinatra, on the Columbia Company's *Victory Records* and two sides by Duke Ellington, *A Ship of the Lip* and *Sentimental Lady*, and on the Bluebird label, a Bee Weir waxing of *Blue Rains* and *Hello My Lover Goodbye*. *Rain*, done by Glenn Miller, has already started spinning in a number of locations. *Beacon Records*, which plans two releases each month from now on, has two blue numbers ready this week, *Black Out Blues* and *You Ain't Had No Blues*, waxed by Billie Hayes with piano accompaniment. In two weeks, same diskster is bringing out four sides by a new combo called the Five Red Caps. *Tunes are I'm the One, Tuxedo, I Made a Great Mistake and There's a Light on the Hill*.

All operators say hillbillys are coming in for more plays every day, and the latest to attract attention is Bob Wills' waxing of *Home in San Antonio* for Okeh.

### THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Critical Values. These are not definite predictions, but merely the opinions of The Billboard's Music Department.

### ALL OR NOTHING AT

ALL .....FREDDY MARTIN (Clyde Rogers).....Victor 20-1537

Already scraping the top of the hit tune ladder, the Victor label makes a bid for the *All or Nothing at All* play. And while the Harry James-Frank Sinatra revival of the lovely ballad has taken the lead from the start and is way out ahead in the phono sweepstakes at this date, this Freddy Martin reissue should give the operators a nice sense of security in this day of record shortage. Particularly since the song itself is beginning to count as much as Frank Sinatra's singing of it. And in the instance, the pinching of Clyde Rogers with the Martin men is rich in lyrical appeal.

### KNOCK ME OUT .....BUNNY BANKS TRIO .....Savoy 108

The growing wave of enthusiasm for the boogie-woogie style of piano playing should manifest itself in the phono play. And for such tending, this eight-to-the-bar side, highlighting the boogie-woogie piano knuckling of Bunny Banks assisted by guitar and bass, should go a long way in pleasing such music fans. Since the title doesn't give full implication, operators would do well to include the eight-to-the-bar content on the phono sliders. Plattermate in Ross Leonard's singing and orchestra for *It Can't Be Wrong* ballad, an earlier issue that changes its partner side now to cash in on the growing boogie-woogie appeal.

Names in parentheses indicate vocalists.

Eight-to-the-bar records are purposely omitted from this column.

For  
**INTERNATIONAL** or **FOREIGN**  
RECORDS IN ANY LANGUAGE  
IT'S  
**VICTOR**  
"V" SERIES  
Ask your local jobber for complete catalogues  
in the various languages . . . or write—

**SARATOGUE**  
165 WEST 23<sup>RD</sup> STREET, NEW YORK 11, N.Y.

'TENSUN, OPERATORS! Here is a double barreled nickel-maker  
ON OUR NEW INTERNATIONAL SERIES  
THE JOHNNY DOUGHBOY POLKA (Savoy #510)  
Played in Polka Tempo . . . And  
**GAY VIENNA**  
A real bergereen Waltz in bergerden  
Waltz Tempo.

Boys, these records will roll in faster  
than ever with these hit tunes. Every-  
one will want to hear them over and  
over again. These songs will make your  
juke boxes work overtime.

DON'T PASS UP OUR CURRENT HITS  
#102—Don't Stop Now, by Bonnie Davis.  
#103—At Time Goes By.  
#104—It Can't Be Wrong, by Ross Leonard.

**SAVOY RECORD CO.**  
58 Market Street NEWARK, N. J.



217 N. DILLARD ST. Phone, N-6281. DURHAM, N. C.

## Rock-Ola Buys Peerless Corp.

Company operates 40,000 weighing machines in the United States, Canada

(Reprinted from The Chicago Tribune, July 20)

Rock-Ola Manufacturing Corporation, Chicago, has acquired controlling interest in Peerless Weighing & Vending Corporation, one of the largest operators of vending machines, David O. Rockola, president of the Chicago concern, announced yesterday. Peerless, with headquarters in Long Island City, N. Y., and offices in 28 cities, operates about 40,000 weighing and vending machines placed throughout the United States and Canada. Rockola said no change in the personnel of Peerless will be made, arrangements having been made for L. D. Chambers, president, and other officers and the 28 district managers of the

## AMUSEMENT MACHINES (MERCHANDISE)

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

New York company to remain in their present positions.

**Elect Four New Directors**  
Changes have been made in the board of directors, however, with four new ones elected. They are Louis Manly, president, M. R. Rockola and David O. Rockola, all of Chicago, and Harry Bernbach, of New York. Chambers was re-elected to the board. It was reported earlier in the year that the Rock-Ola president had, on March 29, exercised options to buy Peerless

preference shares at \$17 and common shares at \$12.50 each in certain amounts. The option also specified that Rock-Ola would purchase additional shares of both stocks if not less than 51 per cent more than 80 per cent of each class were tendered by April 28.

**Rock-Ola Doing War Work**  
Rockola said that the invested capital of Peerless was \$8,066,694 on January 1, 1942. Its machines are located mostly in subway, elevated railway stations, drugstores, restaurants and chain stores.

## Cigarette Tax Nets \$400,000

Florida officials swamped by payments; largest remittance from venter wholesaler

TALLAHASSEE, Fla., July 31.—More than \$400,000 poured into Florida treasury the first 10 days the new State cigarette tax was in effect. The largest single remittance, \$50,000, came from a wholesaler who operates cigarette vending machines.

Approximately, assistant director of the State beverage department, which administers the tax, said that about 10 per cent of the total collection so far came from dollar-a-year dealers' license fees. He also said the first collections did not give an accurate estimate of what revenue may be expected from the 3 cents a package tax since a large supply of stores had been stamped before the law became effective July 6.

Approximately 40,000 remittances ranging from a few cents to several dollars have been received from retail dealers. "They've been coming in so fast that we just haven't been able to tabulate them all," explained Henderson. "We expect to get caught up by the end of this week," he added.

From now on, enforcement of the law will be simplified, Henderson said, because wholesalers must pay the tax on cigarettes they deliver to retailers. Some have obtained meter machines which stamp tax numbers on the cigarette packages.

The law originally was to become effective July 1, but the Chicago manufacturer who printed the stamps reported having lost a \$60,000 print order out in time, and enforcement was not started until July 6.

Governor Holland estimated the cigarette tax, enacted as a two-year emergency because of the suspension of horse racing last winter, would produce \$5,000,000 annually for old-age pensions and aid to counties in their local government operations.

## Tobacco Advisory Group Discusses Industry Problems

WASHINGTON, July 31.—Problems involving raw materials, containers and new uses were discussed at a meeting of the Tobacco Manufacturing Industry Advisory Committee here. The raw materials discussed included apple sirup, corn products, glycerine and sugar, used or experimented with in tobacco as humectant substitutes for war-short glycerine. The discussion was held at the apple crop will be abnormal this season, but importation of apple concentrate from Canada will brighten the apple sirup supply outlook. Inability to get corn has caused some cereal manufacturers and wet corn millers to shut down, it was said. War uses for corn products, such as in engine castings and in chemical and explosive manufacture, were discussed. The delay in the production of cane and beet sugar has been authorized in July and August.

V. R. Middleman, Van Specialty Company, Bloomer, N. D., made a flying visit to Minneapolis to get the latest news and photographs. He reported his territory opening up very well.

## Northwestern

OPERATORS' HEADQUARTERS IN THE BULKED-INFIELD

Keep informed—know what's going on in the industry through

The Northwesterner  
Packed with ideas to help you make new money for your business

SMALL STOCK OF MACHINES STILL AVAILABLE

Parts and Repair Service at Your Disposal.

NORTHWESTERN, MORRIS, ILLINOIS



**HOME RUN**  
The New Outstanding Ball Gum Vendor—with the fascinating amusement feature that BATS THE BALL THRU THE AIR. 1 Home Run (with 25 lb. carton Ball Gum—includes winners) complete only...\$24.50. Terms: 1/3 Certified Deposit, Balance C.O.D.

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**MARBLÉS**  
PERFECT SIZE, GLASS ASSORTED COLORS. 20,000 to a case.  
**\$39.50 per case**  
LIMITED SUPPLY.  
Full Cash With Order.

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22c per pound. Packed 30 lb. cartons only. Full cash with order. NO C. O. D. Limit 210 pounds to order.

**VICTOR'S FAMOUS MODEL V**  
Truly a Great Vendor. Vends everything in a professional parts needed. Capacity 6 lbs. but merchandise—60,000 to 1200 balls of gum, Sand and Fruit. Model only...\$50.00 Each. Finish...\$10.00 additional.  
Terms: 1/3 cash, balance C.O.D. (or send full amount and save C.O.D. charges).

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## DON'T READ THIS

unless you're interested in CIGARETTE or CANDY MACHINES—I have EVERY make and model—BRAND NEW or USED—EVERY machine ready for location. These are from operators drafted or about to be—Routes pulled in from outlying areas too costly to run. SMASHING PRICES—ACT FAST—WRITE TODAY!

**MACK POSTEL**

Vending Machine Broker

6730 N. ASHLAND AVENUE

CHICAGO, ILL.

## Giant Vending Co., Baltimore, to Move

BAITIMORE, July 31.—The steady growth of his vending operations in recent years has made it imperative for Irving Levy, trading as the Giant Sales & Vending Company, candy and cigarette vending operator, to seek new and larger quarters at 616 North Rutaw Street. The new quarters will give the concern several times more space than it now occupies.

When the new quarters are taken over next month, it will mark the fourth move made by Giant Sales & Vending Company, in the past few years. Levy has concentrated his efforts on candy vending machine operations centered in war plants and servicemen's clubs.

The steady vending operations have been steadily growing and have now reached substantial proportions. Levy

has been fortunate in making necessary contacts with war candy manufacturers and is well supplied with nationally known brands, favored by war workers and members of the armed forces who visit servicemen's clubs.

Levy provides 24-hour service at war plants, thus making certain that war workers, who have a sweet tooth, can obtain their favorite candy bar from the machines, excepting when there are shortages, due to delays in shipments. Levy says that his collections are not only holding up well, but are registering an appreciable increase in the look for the consistently steady gains to continue.

**Heavy Consumers**  
War workers are volume consumers of candy bars, while Levy manages to keep the vendors well supplied with goods, he finds himself heavily taxed in so doing. Candy regarded as food and defense workers are finding it good as an in-between meal item. An interesting thing about serving the war plants is that workers always have money to drop in the slots for a candy bar.

Members of the armed forces who visit the city and stop at the numerous servicemen's clubs, are also big consumers of candy.

When Levy moves into his new quarters his facilities for operation will be greatly enhanced. The much larger space will permit storing of a greater working stock and will provide for better delivery service.

Levy also has some candy vendors in local movie houses. His principal reason for retaining the movie locations is that he may have something to build on after the war.

## Only Cigar Vender In Baltimore Finds Business Excellent

BALTIMORE, July 31.—Cigar-vending by Baltimore's only cigar vender, Max Gaby, trading as the Standard Cigarette Company, developed into an interesting operation.

Standard Cigarette Service is exclusive sales operator for Phillies cigar vendors, at which time Gaby has had for many years. In the early days only a limited number of Phillies cigar vendors were operation. But as time went by, more of these were installed thru the urging efforts of Gaby. Fortunately, the supply of cigars was then plentiful. But when the cigar situation reached a critical stage, especially in the popular-priced lines, the demand for cigar vending machines took up again. Most more of these vendors made their appearance at the best spots.

With the increase in price of Phillies cigars, they found it necessary to have adjustments made in the slots of these venders. Instead of 6 cents, it was necessary to change the slots to take in 8 cents.

The supply of cigars is satisfactory in the Baltimore area, but as a result, the cigar-vending operations are moving at a good pace.

Wherever Gaby has cigar-vending installations he cannot sell the cigars to retail. The operation is confined strictly to the vendors.

## Illinois Passes Use Tax; Bans Importing Cigarettes

SPRINGFIELD, Ill., July 31.—An amendment to the Illinois tax act designed to boost State revenues by \$3,000,000 to \$4,000,000 annually has been signed by Gov. Dwight Green.

Purpose of the amendment is to bring within the scope of the 2 per cent sales levy so-called "out-of-State" sales by firms and companies importing cigarettes into Illinois, although their main offices are located elsewhere.

A bill aimed at curbing "border sales" of untaxed cigarettes to Illinois smokers was also signed by the governor. This amendment to the cigarette tax act declares as a distributor any person transporting 10 or more cartons of cigarettes annually into Illinois. Officials of the finance department said it was intended to curb large volume sales of untaxed cigarettes to Illinois purchasers by dealers located in adjoining States. The amendment requires cigarette distributors to pay the border tax, which may be seized by the State for noncompliance with terms of the act.

## The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the seller.

RICHMOND, Va., July 31.—The Stocks and Bonds Report for the week ending June shows a total value of 1,500,000,000 pounds of farmers' stock peanuts have been milled during the 1942-43 season to June 15, while the 1941-42 season to June 15 was 1,250,000,000 pounds. The 1942-43 season to June 15 was 1,250,000,000 pounds, compared with slightly more than 750,000,000 pounds in 1941-42. Crushings were just about double those of the previous year. Farmers' stock peanuts produced in the United States in 1942 were about 16 per cent greater than the holdings of the same date last year. In the extreme South and Southwest areas, the crop was particularly favorable in the Virginia-Carolina and Southeastern areas. Weeds and grass control and insecticide treatments in the Virginia-Carolina area since most growers are having difficulty in finding sufficient labor to keep the crop properly cultivated. In the Southeastern area rain is needed in nearly all sections. Harvesting continues in a limited way in the extreme South and Southwest, with yields being somewhat below normal so far.

Stock peanuts were offered by shellers in any section during the past week, pending allocation of the tonnage which was sold during the first part of the week by the co-

NEW COLA PRODUCT.—Introduction of "Nutri Cola" was a direct outgrowth of requirements for a healthful and refreshing drink for war workers when their energy was at low ebb.

As a result of this request, the company undertook to develop a product with sufficient vitamin B1 added to aid in filling the minimum daily requirements of this essential vitamin. The new product, its makers say, makes available for the first time in soft drink history a refreshing beverage which supplies quick energy in a form which will not deplete the body's supply of vitamin B1 in order to produce that energy.

Nutri Cola is now being distributed in many war plants.

CHICLE PRICE RISES.—From Mexico City comes the announcement that the price of chicle, chief ingredient of chewing gum, is up 10 cents a pound to 55 cents.

On a recent trip to the United States, the governor of Quintana Roo persuaded the United States to increase the price they were paying for chicle. Mexico produces some 3,000 tons of the stuff a year, most of it brought out of the jungles of Quintana Roo.

LOADS OF MINT.—One of the nation's largest mint farms—covering 2,200 acres—is located in Mexico. The mint grows in pounds of peppermint and spearmint oil are distilled annually from the mint grown on the farm.

Peppermint oil is raised on the farm to satisfy practically all the colonies in Kentucky, none of it is used for that purpose. The plants are distilled to obtain oil essential to drug manufacturers, and gum and confectionary consumers.

Peppermint oil brought the farmer \$5 a pound and spearmint oil \$4 a pound last year. Yields on an acre of mint vary widely, but farmers consider 40 or 50 pounds of oil a good yield. A yield of 150 pounds to be a poor yield.

TOBACCO SALES RISE.—Sales of tobacco and tobacco products registered an 11 per cent increase in the first five months of this year, as compared with the same period a year ago, the bureau of customs reports. Sales in May this year were 1 per cent over April, however. Inventories were up 31 per cent for May, and 28 per cent for April, and 4 per cent over April inventories this year.

Cigarette production for May continued the upward trend which has prevailed since November, 1940, but showed the smallest gain in the month to date. During the month 18,476,252,600 cigarettes were produced, compared with 18,455,311,320 an increase of only 2,944,880. In only three of the preceding 28 months were the increases under 1,000,000,000 cigarettes, and in no month was the increase less than 500,000,000. The biggest gain shown for any month was in September, 1941.

Cigar production declined again, reflecting the labor shortages which are plaguing manufacturers. The month's output was 441,371,713 cigars, or 28 per cent less than in May, 1942.

CUT CITRIC ACID USE.—Curtailement of the use of citric acid will be more and more evident in the coming months in the manufacture of other foods or pharmaceuticals. It has been announced by the chemicals division of the War Relocation Authority that citric acid is in short supply.

It is doubtful that soft drink manufacturers using citric acid will receive more than 10 per cent of their total usage during 1941.

The decision to cut back the beverage industry more sharply than foods and pharmaceuticals on citric acid was taken

in the light of the growing demand for this item in the army field ration "G" and emergency ration "K"—the latter in particular, which is being widely used in the expanding theaters of military operations.

AWAIT COCOA QUOTAS.—The cocoa market is awaiting news of pricing and quota for the next season. In view of the better shipping situation and the heavier supplies it is believed that restrictions may be eased somewhat.

There was no trading in the cocoa futures market last week. Arrivals of cocoa in the United States so far this year amount to 2,191,027 lbs., as compared with 811,028 bags during the corresponding period a year ago and with 3,446,000 bags during the same period in 1941.

CHEWING GUM REPORT.—Although only small amounts of chicle have arrived in the United States since 1941, improved shipping recently has led most chewing gum companies to expect larger supplies especially from central America. Meanwhile, the national advertisers have tried to keep the chewing gum habit with the public.

For the past year Mexican firms have been shipping heavily flavored gums containing a large proportion of pure chicle into a few Southern States. Such companies are generally not known by American brands.

While a few of the Mexican gums have been well received, most firms in the States claim that the quantity shipped is very small compared to the country's consumption and that most of the new gums are inferior to the better known American brands. The Mexican firms, however, are unrestricted in the use of sugar and are closer to the source of chicle.

Because cheaper gums from Borneo and the Malay Peninsula have been completely cut off, a group of American firms are now producing a flavored gum for children have now entered the regular 5-cent package market, using chewing gum.

CORN SUPPLY.—Corn refining industry sources report enough grain in sight for operations thru most of this month as a result of government requisitioning of elevator stocks and delivery contracts.

A new factor in the corn refining business, which was threatened with almost complete shutdown in the United States, is now a restriction on the corn the government helped supply.

Government-regulated corn, although it was bought at market prices by refiners, was delivered at 97¢ per bushel. If it could not be used for alcoholic beverages. Chief users of syrups and sugars from corn are confection manufacturers, so little actual change in price is indicated. Unless more corn becomes available, however, it is expected that restrictions may be tightened.

SALES AND PROFITS.—Sales of Philip Morris & Company in the fiscal year ended March 31 rose 28 per cent to \$141,200,000, or 14 per cent over the preceding year but higher prices for tobacco and increased taxes whittled its net income by 11 per cent, the company announced.

Net income amounted to \$6,800,000, equal dividend requirements on two preferred stocks of \$1,000,000 each, and common stock. This compared with net of \$7,784,135, or 88, a share, on the common outstanding in the preceding year.

The balance sheet showed current assets in the latest year at \$82,069,048, compared with \$77,268 a year earlier, and current liabilities of \$15,117,635, compared with \$17,204,121. Inventories increased to \$70,569,278 from \$55,143,587. GOFT DRY-TOBACCO shares of the leading soft drink have been quite active recently, and presumably reflect President Roosevelt's intimation that sugar may be removed from rationing in the not too distant future.

Curtailement in the use of sugar has been a factor in the rationing problem. Demand for soft drinks has never been greater. Removal of restrictions on production would be followed by a substantial increase in soft drink production. In the meantime, the soft drink companies are enjoying steadily expanding production of the around services, on which business their use of sugar is not restricted.

## Tulsa Taverns to Close Tuesdays to Offset Beer Lack

TULSA, Okla., July 31.—To combat the threatened shortage of beer, members of the Legislature's House of Delegates agreed to close their doors one day a week, on Tuesdays. The group decided to restrict the closing to one day a week.

The move came after distributors refused to deliver beer the preceding Sunday, causing a "drought" in Tulsa. The beer shortage is a result of the fact that Tulsa's beer dealers close Tuesday, an ordinarily slow day, instead of Sunday as the day to go to work because the bulk of their business is transacted over the week-end. Although the closing arrangement is not compulsory, dealers who refuse to close will be unable to get deliveries. While it was not clear whether the closing would also affect hotels, clubs and other beer outlets, it was believed that if they insist on selling beer on Tuesday they will be forced to discontinue sales for lack of merchandise.

## Dallas

DALLAS, July 31.—An epidemic of infantile paralysis that closed Dallas swimming pools, shut attendance at parks and other outdoor spots has retarded local coin machine business the past two weeks. The epidemic, which is called polio, has been an increasing shortage of beer, keeping taverns and other businesses closed for several weeks. Despite these handicaps operators are doing better business than they did last summer.

George Wrenn, formerly with Walbox Sales Company, has recently been released from the army. Before entering the army George was with the U. S. Engineers and will re-enter that service when he is released. He has been called on many of his former associates and friends along coin machine row. He says that he expects to keep in close touch with the trade and that he will return to his "first love" as soon as the war is over.

Sam Yaras, manager of the Southwest Amusement Company, is away again on one of his long trips across the country to buy and sell coin machine equipment. His trip will include Chicago, St. Paul, Minneapolis, St. Louis, New Orleans and other Eastern and Southeastern points.

Mrs. Marguerite Everett, formerly secretary to Fisher Brown, is now in the same capacity with George Pross, Commercial Director, one of the pioneers in the coin machine business here, is now engaged in the food products business. He recently acquired the Quality Candy Company, which has added to his expanding food products line. Mrs. Everett's daughter, Claire Lurline Everett, is married to a son of Mr. Fisher Brown. She is now in the naval air base in Norman, Okla.

Raymond Williams, recently returned from a week's trip to North Tonawanda and Ontario, Can., where he went with the U. S. Coast Guard, is now with the company on a fishing trip and is now on one of his regular business trips over the country. He is now in the Southwest and is visiting points in South and Southeast Texas.

C. W. Percy, operator of one of the largest chain of weighing scales in the Southwest, is in the hospital for another week. He was injured while working on last February for an ailment that has sent him back to the hospital for repairs.

D & H Music Company, which recently moved into new quarters at 2703 Ross Avenue, has added a new radio department to its music operations. The D & H firm has just completed a music installation for the Tropical Drive-In on the corner of 10th and 10th. The new building and reopened after a disastrous fire in which several thousand dollars' worth of phonographs, wall boxes and other music equipment was lost.

E. J. Newman is the new owner and manager of the Magic Music Company, which is located at 2703 Ross Avenue. Newman succeeds Ben Friedman, former manager.

## Receipts Lower in New Orleans Area; Arcades Expanding

NEW ORLEANS, July 31.—Collections are definitely off on all types of coin-operated machines except balls and bell-type consoles in the Crescent City area. There is plenty of money circulating, but pin games and phonographs continue to suffer for lack of innovations.

Arcades are expanding rapidly with about a half dozen new spots opened in downtown New Orleans during May and June. All are adding such equipment as can be purchased to take care of increasing patronage. Guns and photographic machines continue to lead the popularity list. "Anything that can

shoot is popular with the soldiers, sailors and civilians," the largest arcade operator reports.

Pin Games.—The July 1 deadline for \$100 federal taxes finds many operators reluctant to pull out practically all five-ball machines and leave only those one-ball games which have shown exceptionally good patronage. With fewest machines on locations in many months, all free play, operators still report a low

in collections except at a few isolated spots, new war industries or at beaches. Lack of new titles in games and growing shortage of repair parts is hurting.

Pinophographs.—Demand for machines and parts is heavier than ever, but stocks of reels grow shorter weekly, and proportioning of new records has been further tightened. Locations report a healthy servicemen's patronage, with business on the Gulf Coast the best in many months but fewer machines located due to scarcity.

Reels.—Operators report increasing business, with a strong demand prevailing for additional machines. Taxes are not expected to have any marked effect on number on locations.

### Lack of Repair Parts

Conservation of parts is popular and getting wherever available. Operators are generally off in the city, but race horse and bell-type automatic pay-offs are bringing in increased revenue in the surrounding areas. Operators complain of inability to get necessary repair parts.

Servicing of machines and transportation of equipment is getting tougher all the time. Operators are using every means to attract additional repairmen from out of town.

The trade indices point to higher levels, with peaks in pay rolls, bank deposits and wholesale and retail merchandise not held back by war demand competition. In the interior the agricultural picture is bright, with cotton, rice, sugar cane and grain crop making good progress and slightly larger acreages indicated in this immediate area. Lumber and textile mills continue to receive unusually heavy government business, although operations have been hindered in many areas by man-power shortages.

## Use of Cars for Vacations Benefits Eastern Locations

OCEAN CITY, Md., July 31.—Arcades

and other coin-machine spots in this famous Maryland summer resort are experiencing their best days since gasoline rationing began last year, as a result of the thousands of amusement seekers who were able to come here thru the issuance by the OPA of vacation-travel permits which were instituted last week and became usable July 15. Approximately 12,000 vacationists virtually filled the resort's beach-front hotels over the week-end and the various entertainment and amusement spots on Saturday night had a real semblance of old times again as vacationists enjoyed themselves. As

tomorrow traffic was double any previous Sunday, according to officials of this resort spot, helping to swell the crowds who took in all the amusement spots during their brief stay.

Coin machine operators here are happy over the situation, as this is the first real break they have had this season. Officials and operators say that the relaxation of the rationing of gasoline on vacationists probably means that the resort can maintain this figure of approximately 12,000 vacationists per week. Coinmen operating here are confident, if this comes true, they can expect a good season, much better than seemed likely they would have had the pleasure-driving ban has been in effect.

Automobiles arriving at the resort, for most of the week-end, have been many of the more accommodating six or seven passengers.

Busse continued to arrive with standing room only, as a band of people was left standing on the curb at Ocean City Sunday (19) morning when the regular bus returned to Baltimore loaded to capacity.

Officials of the Annapolis-Matapsack Ferry Line reported that automobile ferrying business has been about normal under the vacation driving plan. Most motorists arriving at Ocean City traveling part way, on the ferry, it was said, in order to save gasoline.

More than 200 cars traveled on the ferry June 18. A total of more than 800 automobiles were carried to Matapsack over the week-end.

All these Ocean City-bound vacationists are on pleasure, relaxation and amusement. While some made the trip here for the week-end, a large number are here for their annual summer vacation.

Ocean City is the vacation spot favored by Baltimoreans who were lured permits for vacation travel. Many more expected to get these permits now that Coupon number 6 has become effective. While some operators equipped their locations here earlier in the summer in anticipation of a good season, others did not, putting off until they saw the way the wind was blowing. Ever since announcement of the easement on pleasure-driving to make it possible for owners of automobiles to drive to vacation spots, operators have been busy setting up their establishments for increased business. They got their first taste of this over the week-end and they look forward to continuing good business for the remainder of the season with week-ends as the top periods.

Even though the 1943 season may not turn out to be as good as the peak year, it will be much better with relaxation of the pleasure-driving ban.

## St. John, N. B.

ST. JOHN, N. B., July 31.—Currie & Jones, who have been in a central location the past two years, have installed "takers" in their recently enlarged spot for all types of coin machines. When a player makes the stipulated minimum or maximum score on the coin-operated games, he is eligible to choose a large quantity of prizes, all of which are steadily on display under strong lights. This promotion was planned by M. Bonney, Toronto, in addition to the Halifax arcade, in which he is a partner. J. B. Jones maintains an arcade in a side street in St. John. The machines being limited to anti-aircraft, target shooting and photographic.

Frank Elliott, Amherst, N. S., a veteran coin machine distributor and operator, had a shock recently when a motorcycle rapped on the front door of his home and demanded his son, Frank Jr., for the army draft, claiming the son, Frank's oldest child, to be a sniper and not appearing when ordered. In the army draft records, the son was down as unmarried, whereas he is married and has a child. The senior Elliott, president of the Canadian Legion, Amherst, informed the policeman that his son went overseas several months ago as a sergeant pilot in the Royal Canadian Air Force, and that he had been an airman for about 15 months previously.

The son was his father's business partner for several years before enlisting in the air force. The airman's mother is also a partner. The senior Elliott, in his business, doing the secretarial work, Frank Jr.'s wife and child are living at home with him. The senior Elliott, Frank Sr. served in World War I with the Canadian army overseas and has been active in the Canadian Legion since then. He has occupied a number of offices in the Amherst post during the past 24 years.

## BEAN THE JAP

Brand New Arcade Equipment ★ Suitable for Location Operation

With the invasion of a nickel-free bean drop down from any direct play area these beans at the Jap Pan. This is a competitive game where you or some others join in the fun. Each player has to meet his own nickel in order to get the beans to try for high score or to make the bank from any given point, which is limited to the score of the location.

If the bean is tossed through the eyes the electric firing mechanism is set and when they through the mouth the score is doubled, and all this there and out and returned without the action of a nickel.

New and original, this game has proven very successful, even in territories where only games of skill are popular.

BEAN THE JAP can also be used as a separate extension to Arcades. In units of five or six. Here are then sold over the counter for 10¢. With the coin return removed, this game is also a TALKER.

We have a limited stock available—117 brand new—20 night and 20 day single line \$125.00 each—round new—\$150.00 each night and 20 day—quantity lots of four more \$150.00 each brand new—\$2.00 each night and 20 day. An additional 10¢ is included at no extra charge, making the best investment.

MEASUREMENTS: 65" high—20" wide—20" deep—crated weight 300 lbs.

WRITE: WEBB OR PHOENIX IN YOUR ORDERS.

1/3 DEPOSIT, BALANCE C. O. D.

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● MUSICOPEEELS, STEREOCOPIC VIEWS, VIEW-A-SCOPE FILMS, ETC.

● PUNCHING BAGS AND ACCESSORIES.

● Out of more than 200 different types of Arcade Machines we have only ten types left. Better HURRY if you want some. Write for list TODAY!

SELL THEM THROUGH THIS THREE SECTION CARD VENDOR!

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3000 CARDS FREE BRING IN \$75.

VENDOR COSTS ONLY \$60.

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LONG ISLAND CITY 1, NEW YORK









## PHILADELPHIA NEWS NOTES

Reported by M. H. ORODENKER, Phone HANCOCK 8398.

PHILADELPHIA, July 31.—Travel restrictions and war workers are asking for a stay-at-home population this summer. As a result, music machine operators look forward to a big season during the warm weather weeks. Only concern is in being able to get enough records for the machines, since the record distributors are first taking care of the retail shops and giving the music operators the leftovers. There is a remote possibility that the War Man-Power Commission will declare record manufacturing an essential industry and thus enable the factories to secure enough workers to keep the presses rolling around the clock and help make up the lag in civilian production.

Further hampering local supply lines is the fact that the four-story building housing the Deca distributing branch was burned down with its full stock of records. All accounts are being serviced direct from the home office in New York. However, Joe Nanni, Deca's local branch manager, is spending all his time in New

York looking after local needs, and states that company executives are searching for a new building site here to re-establish the local branch.

## New Business

Sid Bernstein, manager of Sam Stern's Keystone Vending Company for many years, has left to go into business on his own. . . . He is operating a pinball machine route and has taken space with Dave Rosen as headquarters for his operations. . . . Sam O'Dell, former partner with Maxie Klein in pinball operation here, is taking over the Garden State Amusement Company, Camden, N. J. . . . Dave O'Dell, his brother, is taking over record change for Garden State, has left to join a working crew headed for Pearl Harbor. . . . Al Rodstein, Arcs Sales Company, has taken over active management of his string of amusement machine arcades in the city. . . .

Z.M.I. Distributing Company reports that it is servicing a number of war plants direct from the home office in New York. Locations are mostly the smaller plants where the music machines' melodies are

usually carried to all corners of the factories.

## About People

William L. King, head of Quaker Vending Company, one of the largest record dealers in the city, has been accepted as a member of the Electrical Association of Philadelphia. . . . Jack Cade, business manager of the record operators' association, is enjoying so much produce from his Victory Garden that he is sold on leading the life of a farmer. . . . Fred Schneider, former advertising manager of the record and phonograph department for RCA Manufacturing Company, Camden, N. J., has joined the local office of the Advertising Agency as copy writer. . . . Max Buchwald has a new addition to the office of his Camco Vending Company. . . . The medical girls of which he named "Bambi." . . . He takes the dog to the office every day. . . . Frank Ekey, Columbia record salesman, is taking orders and dealers in the upstate Pennsylvania towns around Scranton and Allentown, is more concerned now with preparing to receive a kid with three-cornered pants, the wrist of Sir Stork being that close. . . . Al Rodstein, when not stretching over his arcades, spends his spare time doing service with the Auxiliary State Guard Volunteer Force. . . . Sid Bernstein, town's newest pinball operator, is up to speed on machine know to all. . . . He has been asked to pose as a model for advertisements scheduled in the national mag, which is running him the advertisement of the "great profile." . . . However, Sid is no novice at these things, coming to the industry by way of theatrical show business. . . . Eddie Maurer, who assists Rex Alexander in the promotion of Columbia records for the Motor Parts Distributing Company, will now assist The Sammy instead. . . . He left for the new this week.

Philadelphia Amusement Machine Association, pinball operators' organization has finally turned its eye toward public promotional efforts. For the first of such efforts, it will sponsor a shipment of 100,000 cigarettes to the fighting forces overseas, the pinball operators have donated good will that has long been foreign to this branch of the industry. William K. Rodstein, president of the association, and Joseph Silverman, business manager, turned over a check for \$500 to D. F. Connel, local division manager for the R. J. Reynolds Tobacco Company, for the cigarettes. Such has been the reaction both within and without the industry, that it is planned to repeat the gesture each month.

## Purely Personal

Irv Morris is the latest member of the New York fraternity to enter the local fold, joining Joe Ashe's Active Amusement Company, pinball jobbers and operators, and arcade operators. . . . Herb Hendler, until recently assistant to Hank Williams, Victor-Ruehling advertising promotion manager at Camden, N. J., has located in Hollywood with a motion picture trade paper. . . . Pvt. Harry Rottick, former record promotion manager for the Raymond Rosen Company, Victor record distributors here, is home from New Guinea on furlough. His first call was on Jack Cade, business manager of the music operators' association. . . . Bob Kearns became the seventh star in the service flag prominently displayed at George Levin's Downtown Record Shop. . . . Frank Ekey, who services the operators in the upstate towns with their Columbia record needs, became the father of a daughter, born recently at the St. Elizabeth's (Pa.) Hospital. . . . Maurice Pinkel, of High Point Music Company, tied in with Stage Door Theatre at the Manhattan Theater for its retail route counter by giving a free ticket to the movie for each 25 scrap records turned in. . . . Arcade business continues to boom here in spite of the summer heat, particularly in the downtown district with the latest arcade lighting up in the State Theater building. . . . Bell Service Beverage Company, credit vending firm, filed application with the State for permission to discontinue its corporation status. . . . Scrap record collection here for "Records For Fighting Men" has failed to show any signs of life yet. Unless some impetus is given to the local drive it will be a major bust here.

## DON'T PASS UP THESE HOT BUYS

1 Sky Battle . . . . .	\$294.50
1 Defender . . . . .	294.50
2 Chicago Gals Machy, E. . . . .	143.50
1 Skyfighter . . . . .	349.50
1 New Western Deluxe Grifter . . . . .	47.50
1 Gnome Playball, Lita Model . . . . .	175.50
1 Skunkball . . . . .	43.50
25 Keep Em Bumping, E. . . . .	8.75
25 Rockin' Hot Boom, E. . . . .	15.50
12 Rockin' Wall Boom, E. . . . .	25.50
35 Rockin' Wall Boom, E. . . . .	21.50
100 Buckley Bites, E. . . . .	5.50
50 Keweenaw Bites, E. . . . .	5.50
50 Keweenaw Bites, 50 Wits, E. . . . .	5.05
16 Chrome Chandelior Speakers with PM, E. . . . .	14.75
15 Atlas Organettes with PM, E. . . . .	14.50
100 Buckley Bar Brackets, E. . . . .	1.75
100 Buckley Bar Brackets, E. . . . .	2.55
1 Keweenaw Bar Brackets, E. . . . .	4.50
1 Typa, E. . . . .	4.50
1 Typa, E. . . . .	4.50
1 Wurlitzer Wall Boom, E. . . . .	10.75
25 Wurlitzer Wall Boom, E. . . . .	8.75
25 Wurlitzer Wall Boom, E. . . . .	8.75
10 Securo Wireless Wallmount, E. . . . .	29.50
10 Securo Wireless Wallmount, E. . . . .	29.50
5-10-25-35 Wireless Beamer, E. . . . .	59.50
10 Securo Amplifiers with Tubes and Speaker, Complete . . . . .	17.50
1 Wurlitzer 2452 Amplifier with Tubes and Speaker, Complete . . . . .	17.50
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1000 Ft. in Per Box . . . . .	80.00
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BLUE GRASS . . . . .	\$179.50	MILLS 1939 1-2-3 . . . . .	\$39.50
CLUB TROPHY . . . . .	395.00	MILLS 1940 1-2-3 . . . . .	89.50
DARK HORSE . . . . .	169.50	PIMICO . . . . .	395.00
DERBY OF '41 . . . . .	395.00	RECORD TIME . . . . .	169.50
LONG ACRE . . . . .	495.00	THOROBRED . . . . .	495.00

TERMS: 1/3 MONEY ORDER, BALANCE SIGHT DRAFT

## SOUTHERN AUTOMATIC MUSIC COMPANY

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## REAL VALUES FROM

## DIXIE SALES COMPANY

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New . . . . . \$159.50

Five & Ten (Gottlieb), . . . . . 159.50

NEW . . . . . 159.50

MIDWAY (UNITED), . . . . . 119.50

THUMBS UP, Slightly Used . . . . . 119.50

ALERT, Slightly Used . . . . . 119.50

FISHIN, Slightly Used . . . . . 109.50

RE-CONDITIONED

FIVE BALLS

Ready for Locations—Buy

These With Full Confidence

SOUTH PAW . . . . . \$79.50

SPOT POOL . . . . . 79.50

## NEW CHAMP

KEEP 'EM FLYING . . . . . \$9.50

TEXAS MUSTANG . . . . . 69.50

FOUR ACE . . . . . 112.50

KNOCKOUT . . . . . 109.50

TOPIC . . . . . 89.50

VICTORY (GENCO), . . . . . 89.50

MAJOR OF '41

TRAILWAYS . . . . . 64.50

BOODOWN . . . . . 29.50

SPEEDY (New Style

Bumpers) . . . . . 27.50

COMMODORE . . . . . 19.50

GUSPENSE (Newly) . . . . . 19.50

## ONE BALLS

CONTENT 1-5 Ball . . . . . \$159.50

1-2-3, Latest Model . . . . . 169.50

CONSOLES, ETC . . . . . \$225.00

SUPER BALL . . . . . 179.50

BOB TAIL, New

P. H. bar . . . . . 179.50

TRIPLE ENTRY, Cracked

Glue, The Usable . . . . . 129.50

SMALL CAMEL . . . . . 99.50

FAST TIME, P.P. . . . . 94.50

GRASS VIST POOL . . . . . 45.00

JAP INSERTS for

CRICKET SAMs . . . . . 12.50

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6SC7 Tubes are next to impossible to secure. We have an adapter to make the change-over to 7F7 that requires no change in your amplifier. All that you have to do is plug 7F7 in adapter and then plug adapter in your amplifier and you are ready to go. Price \$3.00 each lots of six. One-third cash deposit, balance C. O. D.

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50 Kirk Horsepipe Scales, \$50.00 Each. \$75.00 Each In Lots of Ten.

15 DuGranger Cigarette Machines—Nine and Eleven Cans—\$85.00 and \$65.00 Each. Extraordinary Edition. Contact

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Bully Records and Exhibits' Cadda, comedy machines. No Price.

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State Quality You Want, Condition and Cash Price Wanted.

WE BUY, SELL AND EXCHANGE

2147 Locust St. ST. LOUIS MO. OR CALL NOVOTY CO.

## JAR DEAL TICKETS

1000 Count . . . . . WRITE  
2500 Count with 50 Seal . . . . . PRIOR  
2500 Count with 50 Seal . . . . . PRIOR

1/30 Deposit, Balance C.O.D. Supply Limited.  
AUTOMATIC AMUSEMENT COMPANY  
633 Main Avenue INDIANAPOLIS, IND.





## CEILING PRICES—BELOW THE MAXIMUM

SEEBURG SPEAK ORGANS—"USED"	
Wireless Speak Organ, E.A. ....	\$48.00
Wireless, Rebuilt, for 2-Wire, E.A. ....	46.50
PLENTY OF THREE-WIRE AVAILABLE	
WIRELESS TRANSMITTERS	
Universal Type T-12, E.A. ....	\$22.50
1941 Hitone Type T-12, E.A. ....	28.00
Used Universal Type T-12, E.A. ....	15.00

Yes, we have 22051 Tubes

## WILL BUY FOR CASH

Seeburg 40, W-22, Wellmottis and 220-12 Deluxe Schottomasters. Good numbers and prices wanted.

We can furnish you with most Parts and Service in Seeburg Equipment

2 Wurlitzer 916's with Seeburg Adapter, \$20-12, and Power Supply, E.A. .... \$75.00

Brand-New Seeburg Adapter, D24-12, for Wurlitzer 24 and Power Supply to handle 12 tubes .... \$37.50

**BRAND NEW SEEBURG WALL BOXES**

Seeburg 20 Record 820-12 Selections, E.A. .... \$10.50

Seeburg 19 Record 815-12 Selections, E.A. .... 10.50

PLENTY OF 30 WIRE CABLE AT 25¢ A FOOT, IF SOLD

WITH ABOVE ORDERS—OTHERWISE 35¢ A FOOT.

Seeburg 70 Wireless Brenco Bass, Brullin, E.A. .... \$14.50

Seeburg 70 Wireless Brenco, W-2, E.A. .... 15.00

Seeburg 70 Wireless Brenco Bass, W-2, E.A. .... 12.50

## ROCK-O-BALLS

a 12-Foot High Score, all parts complete but needs coin work. Each .... \$49.50

**CHICKEN SAM AND BASE, Jap-Mite conversion, very clean, good. Each order .... \$169.50**

19 Cello Eclipse, upright model with J.P., 40 years old but in fine working condition. E.A. \$156.00

## 1 SEEBURG DUCK RAYOLITE

Battle Scene and Airplanes cover Scenery and Duck but can be reversed in few minutes to original. In working order. — \$45.00. Extra charge for creasing. — \$5.00.

TERMS: 1/3 DOWN, BALANCE C. O. D.

## HY-G AMUSEMENT CO.

1415 Washington Ave., So. Minneapolis, Minn.

## BIG STATE NOVELTY CO.

1943 Sensation DICE CRAP GAME



## DON'T BE DECEIVED

As you study this picture you may be deceived into believing that this is just another counter game. . . . But don't make this mistake. This is a REAL GAME and has shown enormous profits. Order today and be convinced. NOT coin operated and not subject to tax. Usually pays for itself in the first hour of play.

## BIG STATE NOVELTY COMPANY DICE—DO OR NOT

12x14 Inch \$47.50

H-I-LO IN FIELD, SIZE 12x18 Inches, Rich in Appearance and Beautifully Trimmed, \$27.50. SENSATIONAL COMBINATION BOARD, Layout Consists, has 15 Bets on It. All numbers paying odds, over and under 7; Odds, Field, Ace-Deuce, 2 Sixes, 2 Aces, 7 and 11. Size 12x28 Inches, \$37.50.

We carry a large stock of late Five Ball and One Ball Slots and Consoles. Who have you? Buy and Sell. WRITE TO: BIG STATE NOVELTY CO.

1408 Throckmorton St. (Phone 3-8005) Fort Worth, Texas

## 6 REASONS WHY YOU SHOULD SEND US YOUR

BLUE GRASS  
SPORT SPECIALDARK HORSE  
RECORD TIME

WE WILL REVAMP INTO "WHIRLAWAY," A BEAUTIFUL NEW CONSOLE TYPE ONE-BALL FREE PLAY

1. BUILD UP JACK POT TO \$45.00
2. A.B.C.D. FAN FEATURE
3. FIELD LIGHTS
4. BEAUTIFUL NEW BACK GLASS
5. NEW PLAYING FIELD BY LEADING DESIGNER
6. LUXURIOUS NEW CABINET DESIGN

HUNDREDS ON LOCATIONS! EARNING TOP MONEY!

ROY MCGINNIS COMPANY

2011 MARYLAND AVE. BALTIMORE, MD.

## Eddie Ginsberg, of Atlas Co., in Navy

CHICAGO, July 31.—Eddie Ginsberg, co-head of Atlas Novelty Company, has joined the navy. Most of his work had to do with merchandising new equip-



EDDIE GINSBERG

ment, consequently when orders were issued by the government to discontinue production of all coin-operated devices, he retired from active participation in the Atlas firm to devote full time to the operation of a farm he had purchased some years earlier. Eddie and his brother, Morris, entered the industry about 15 years ago and pioneered in the development of his distributing angle of the business. When asked why he joined the navy, Eddie said, "About 10 or 12 Atlas employees have gone into the army and practically every one of them has attained a commission or a non-commissioned rating. I certainly wouldn't want to be caught in one of their squads!"

In the course of his business contacts Eddie has developed many friendships extending over the country and into the export market wherever coin machines are known. He is now going to his boot training at Camp Peary, Va.

## Paradise Sales Co. Offers Good Deal

CHICAGO, July 31.—Paul Paradise, head of the Paradise Sales Company, 1525 1/2 Parwell Avenue, is announcing an outstanding operator's and location deal. It consists of three nationally advertised, fully guaranteed and attractively priced electric racers, mounted on a 1,200-hole cut-out saleboard. Cigarettes are given as consolation prizes.

Paradise also has an unusually large supply of cashboards in stock, the products of all the leading manufacturers.

The hard-to-get red, white and blue tickets as well as bingo reels and tip tickets are also available thru this firm. The red, white and blues are available in stamped packs of five.

## Praises Work

To the Editor:

To a recent issue of *The Billboard*, your fine publication, you had a good likeness of my friend, A. J. DeMers, of Little Rock, Ark. This was a fine picture and I want to compliment you and congratulate him.

You know, Mr. DeMers has done a wonderful job here in Arkansas, and I doubt if some of the operators in our own state really realize the good work he has done. He was largely responsible in getting our license thru the Legislature, which, as you have commented several times, is the best and most favorable law of nearly all the states.

Thanks for this good news and picture of this man who is doing a lot for the general cause of the coin machine trade.

I can't do without *The Billboard*. My subscription expires soon, and I must renew it as I can't miss a copy. Let me take this opportunity to tell you that your paper is a great source of information to all of us and we keep the good work up. Thanks many, many times.

J. D. RUNAWAY,  
Osawary, Ark.

## HARLICH

A NAME  
TO  
REMEMBER  
NOW  
MORE THAN  
EVER FOR  
SOUND  
PROFIT  
MAKING  
SALESBOARDS

For Victory—Buy War Bonds

## HARLICH MFG. CO.

1413 W. JACKSON BLVD.  
CHICAGO 7, ILL.

## ARCADE MACHINES

- Offered for Quick Cash Sale**
- 1 Chicago Novelty Co. Short Shot, Jan conversion, with 2 extra gun bulbs, 4 extra photo electric cells, 4 extra gun cable (extra parts never used) .... \$148.00
- 1 Chicken Sam, with 2 extra gun bulbs, 4 extra photo electric cells, 4 extra gun cable .... 115.00
- 1 2-Shot Bull Grin .... 90.00
- 1 Exhibit Bull Grin .... 150.00
- 1 Wurlitzer 30 Organ with Drums, 6 extra coils (new grand motor) .... 75.00
- 1 Center Walnut Football Game, original walnut finish (like new) .... 125.00
- 1 Baby Basket Ball .... 75.00
- 1 Exhibit Post Card Machine (Model E with light-up sign) .... 20.00
- 1 Sky Chaser .... \$125.00
- 1 Four Aces .... 85.00
- 1 Games Defiance .... 60.00
- 1 1000 .... 80.00
- 1 Millions .... 100.00
- 1 Mills Little .... 100.00
- Will properly erase and repair when needed.

MRS. A. N. RICE  
Appt. 409, Shermans Hotel, Wichita, Kans.

## "Photograph Operators"

## BLANK TITLE STRIPS

24 Double Strips to a Sheet (Plain White)

ONLY \$7.50

Per 1000 Sheets.

1/3 Delivered With Order.

KOPOLO SALES &amp; SUPPLY CO.

5007 N. Kimball Ave., CHICAGO 28, ILL.

## WANTED FOR CASH

## ABT RIFLE RANGE

State How Many Guns, S &amp; W COIN MACHINE EXCHANGE

2410 Second River Ave., Detroit 1, Mich.

1 Exhibit's Pin Striker .... \$160.00

1 Mills Grin on Stand .... 35.00

1 Mills Punch Box, needs fixing, good .... 50.00

1 Exhibit's Punching Bag .... 140.00

1 A.B.T. Coin Stand .... 6.00

1 Mills Little .... 100.00

600 Wm. Phonograph, 1st Edition .... 215.00

FERRAL ASSID

1411 OHIO LANING, MICH.

















# RECKLESS

**D**OLLARS you let slip through your fingers. Yes . . . those dollars you've spent "just foolin' around"! Now, mister, did you stop to think that those "stray dollars" may have been the difference between life and death for an American boy? Sure, we're winnin' the war . . . and we're going to win from now 'til final VICTORY . . . BUT . . . in VICTORY . . . we MUST SAVE AS MANY ALLIED LIVES AS POSSIBLE! Every single dollar you invest in War Bonds is added protection for our boys! Every single dollar in excess of your living necessities must be loaned to Our Country.

**THE AMERICAN WAY IS FOR ALL TO SAY . . . "TAKE MORE THAN 10% EVERY PAYDAY!"**



The ARMY-NAVY "E" Award  
Conferred Upon The J. P.  
Seeburg Corporation for Out-  
standing Production of War  
Materials in Each of Its Four  
Plants.

*Makers of Fine Musical  
Instruments Since 1902*

## Seeburg

J. P. SEEBURG CORPORATION \* CHICAGO, ILLINOIS



MUSIC BOXES • AIRCRAFT CONTROLS • TANK COMMUNICATIONS EQUIPMENT • AIRCRAFT TRAINING EQUIPMENT • AIRCRAFT ENGINE START EQUIPMENT • AIRCRAFT TRANSMISSION EQUIPMENT



# BEST SOUNDING PHONOGRAPH ON MY BEAT.

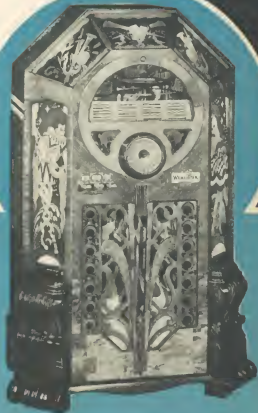
Everywhere people praise the tone of the new Modernized Wurlitzer as the finest ever attained by any automatic phonograph. An all-wood cabinet is the secret. Greater baffle area is the result. And the pay-off is marvelous tone that keeps 'em playing, makes this the most profitable phonograph of all time.



## IT'S A SERVICE-SAVER TOO



Mechanical selectors make service seldom necessary and simple indeed when required. Here's a break for over-worked Service Departments—a money-saver for Wurlitzer Music Merchants. No wonder the new Modernized Wurlitzer with its beauty, its tone and its freedom from costly service is a sure-fire, war-time profit producer. Hear it at your nearest Wurlitzer Distributors.



# *The New Modernized* **WURLITZER**

THE NAME THAT MEANS MUSIC TO MILLIONS

THE RUDOLPH WURLITZER COMPANY, N. TONAWANDA, N. Y.